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San Francisco
Las Vegas

LAS VEGAS VISITOR PROFILE

Calendar Year 2016

Downtown/Strip Corridor Version
(Location of Lodging)

Prepared for:

Las Vegas Convention and Visitors Authority

By:

GLS Research

ACKNOWLEDGMENTS

The Las Vegas Convention and Visitors Authority and GLS Research extend thanks to the Las Vegas community for their cooperation on this research project. Special appreciation is noted for cooperation and assistance received from the hotel, motel, and casino industry. Appreciation is also extended to the interviewers and Las Vegas visitors, without whose dedicated cooperation this study could not have been completed.

VISITOR PROFILE STUDY

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EXECUTIVE SUMMARY

The Las Vegas Visitor Profile Study is conducted monthly and reported annually to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time. This report presents the findings from the 3,600 personal interviews conducted by GLS Research throughout calendar year 2016.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. The tables and charts in this report show data for all visitors and for three visitor subgroups:

- **DOWNTOWN** — visitors who lodged Downtown during their visit — 6% of all visitors.

- **STRIP CORRIDOR*** — visitors who lodged on or just off the Strip — 75% of all visitors.

- **OTHER** — the remaining visitors (those who lodged in locations other than Downtown or the Strip Corridor or those on a day trip to Las Vegas — 18%).

This section presents the research highlights. The findings are presented in detail beginning on page 8.

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* The Strip Corridor includes properties located directly on Las Vegas Boulevard South and between Valley View Road and Paradise Road.

DOWNTOWN LODGERS

Visitors who lodged Downtown were more likely than those who lodged on the Strip Corridor to:

- Have visited Las Vegas the most frequently in the past 12 months (average of 2.0 visits).
- Have taken ground transportation to Las Vegas (69%).
- Have planned their trip less than one month in advance (59%).
- Have booked their accommodations by calling the property directly (38%).
- Have booked their accommodations seven to 30 days in advance (43%).
- Have gambled more hours per day (average of 2.5 hours).
- Be older (mean age of 46.8) and retired (24%).
- Be from the United States (88%), particularly from the West (62%) and Southern California (31%).
- During their visit to Las Vegas Downtown lodgers spent: an average of:
    - $245.16 on food and drink.
    - $134.22 on shopping.
    - $59.83 on shows and entertainment.

STRIP CORRIDOR LODGERS

Visitors who lodged on the Strip Corridor were more likely than those who lodged Downtown to:

- Say the purpose of their current visit was to attend a convention, trade show, or corporate meeting (12%).
- Have traveled to Las Vegas by air (52%).
- Have used a rental car (18%), taken a taxi (32%) or a hotel or motel shuttle (18%), or rode the Monorail (19%) during their visit.
- Have planned their trip more than one month in advance (57%).
- Have used a Travel Agent (14%) or the Internet (69%) in planning their trip.
- Have consulted reviews at Online Travel agencies (38%) or hotel or show venue sites (13%) while planning their trip.
- Have used the Internet to book their transportation (43%).
- Have booked their accommodations more than one month in advance (51%).
- Have seen a Broadway/production show (36%) or a headliner (26%) during their visit.
- Be younger (mean age of 43.8).
- Be visiting from a foreign country (23%).
- During their visit to Las Vegas Strip Corridor lodgers spent: an average of:
    - $358.08 on food and drink.
    - $173.69 on shopping.
    - $75.43 on shows and entertainment.

THOSE WHO LODGED ELSEWHERE THAN DOWNTOWN OR THE STRIP CORRIDOR

Visitors who lodged elsewhere than the Downtown or the Strip Corridor, stayed with friends or relatives or were visiting Las Vegas on a day trip were more likely than those who lodged Downtown or on the Strip Corridor to:

- Have visited Las Vegas before (82%).
- Say the purpose of their current visit was to visit friends or relatives (32%).
- Have taken ground transportation to Las Vegas (77%), and have driven their own vehicle while in Las Vegas (68%).
- Have planned their trip less than a week in advance (29%).
- Have booked their accommodations less than a week in advance (34%).
- Be traveling with people under 21 years old in their party (20%).
- Arrive in Las Vegas on a Thursday (20%).
- Be from the United States (94%), particularly from the West (73%) and Southern California (41%).
- During their visit to Las Vegas those who lodged elsewhere than Downtown and the Strip Corridor spent: an average of:
    - $178.16 on food and drink.
    - $95.71 on shopping.
    - $37.87 on shows and entertainment.

INTRODUCTION

The Las Vegas Visitor Profile Study is conducted monthly, and reported annually, to provide an ongoing assessment of the Las Vegas visitor and trends in visitor behavior over time.

More specifically, the Las Vegas Visitor Profile aims:

- To provide a profile of Las Vegas visitors in terms of socio-demographic and behavioral characteristics.
- To monitor trends in visitor behavior and visitor characteristics.
- To supply detailed information on the vacation and gaming habits of different visitor groups, particularly gaming and non-gaming expenditures.
- To allow the identification of market segments and potential target markets.
- To provide a basis for calculating the economic impact of different visitor groups.
- To determine visitor satisfaction levels.

In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2016. These questions will be rotated back into the questionnaire in Calendar Year 2017 and subsequently asked every other year.

METHODOLOGY

In-person interviews were conducted with 3,600 randomly selected visitors. Three-hundred (300) interviews were conducted each month for 12 months from January through December 2016. Qualified survey respondents were visitors to Las Vegas (excluding residents of Clark County, Nevada) who were at least 21 years of age. In addition, only visitors who planned to leave Las Vegas within 24 hours were asked to complete the survey.

The results of the Las Vegas Visitor Profile have been weighted to more accurately reflect actual visitors to Las Vegas in terms of mode of transportation, lodging location, and month of visit. Specifically, the mode of transportation weight is derived from a compilation of data provided by the LVCVA, McCarran International Airport, and the Nevada Department of Transportation. The lodging location weight is derived from geographic area specific occupancy rates from independent surveys conducted by the LVCVA. The month of visit weight is derived from monthly room nights occupied data, also from independent surveys conducted by the LVCVA as part of their ongoing room occupancy audit.

Visitors were intercepted in the vicinity of Las Vegas casinos, hotels, motels, and RV parks. To assure a random selection of visitors, different locations were utilized on each interviewing day, and interviewing was conducted at different times of the day. Upon completion of the interview, visitors were given souvenirs as “thank you’s”. Verification procedures were conducted throughout the project to assure accurate and valid interviewing.

Interviews were edited for completeness and accuracy, and entered into a computerized database for analysis. The information was then analyzed using statistical software packages available to GLS Research.

Throughout this report, bar charts are used to illustrate the data. The data presented in these charts are based on the total sample of respondents for 2016, unless otherwise specified. In charts using proportions, those proportions may not add to 100% because of rounding or because multiple responses were permitted.

When we note that a difference between subgroups on a particular measure is “significant” or “statistically significant,” we mean that there is a 95% or better chance that the difference is the result of true differences between the subgroup populations and is not due to sampling error alone. When we note that a difference between subgroups is “not significant” or “not statistically significant,” we mean that there is less than a 95% chance that the difference is the result of true differences between the subgroups.

Visitors who lodged Downtown and visitors who lodged in the Strip Corridor are the focus of this report. Statistically significant differences in the behavior, attitudes, and opinions by lodging location are pointed out in the text of the report.

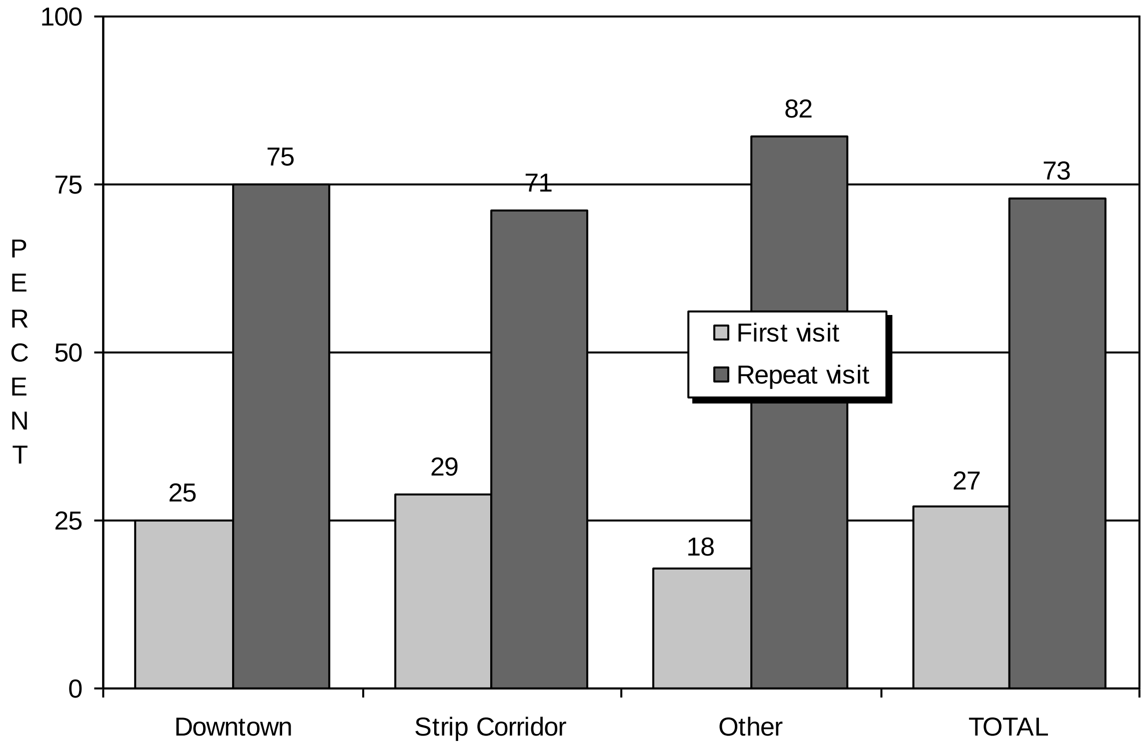
In order to maintain a questionnaire of reasonable length, some questions in the Las Vegas Visitor Profile Study were not asked in Calendar Year 2016. These questions will be rotated back into the questionnaire in Calendar Year 2017 and subsequently asked every other year. These questions are noted in the text accompanying the figures in the body of this report.

Details on the findings and conclusions of the survey are presented in the following sections of this report.

SUMMARY OF FINDINGS

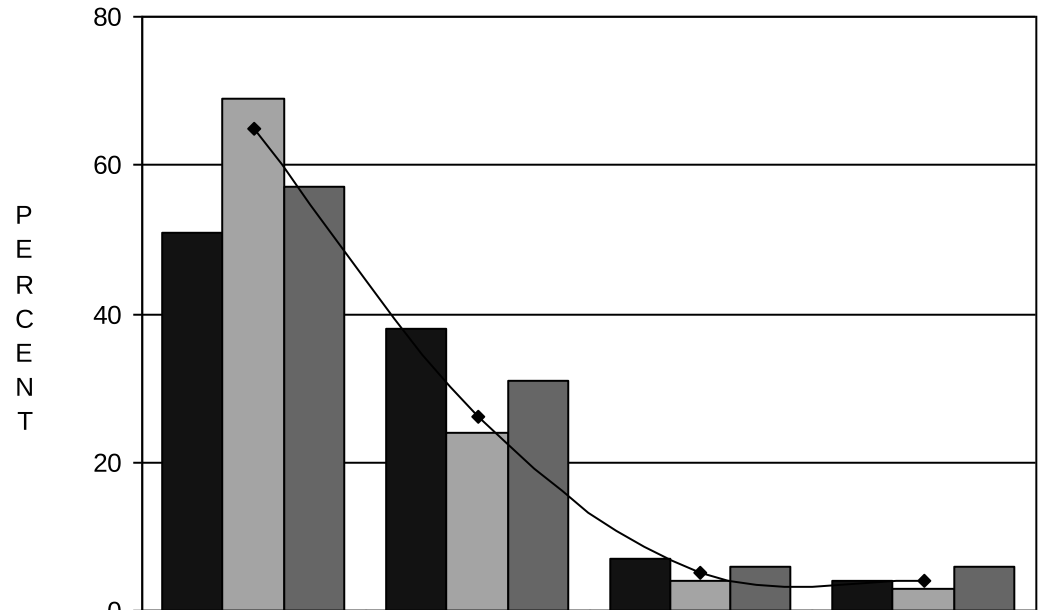
REASONS FOR VISITING

FIGURE 1
First Visit Vs. Repeat Visit



Nearly three-quarters (73%) of visitors said they have visited Las Vegas in the past. Strip Corridor lodgers (29%) were more likely to be first-time visitors to Las Vegas than those lodging in areas other than the Strip or Downtown (18%).

FIGURE 2
Frequency Of Visits In Past Year
(Among All Visitors)

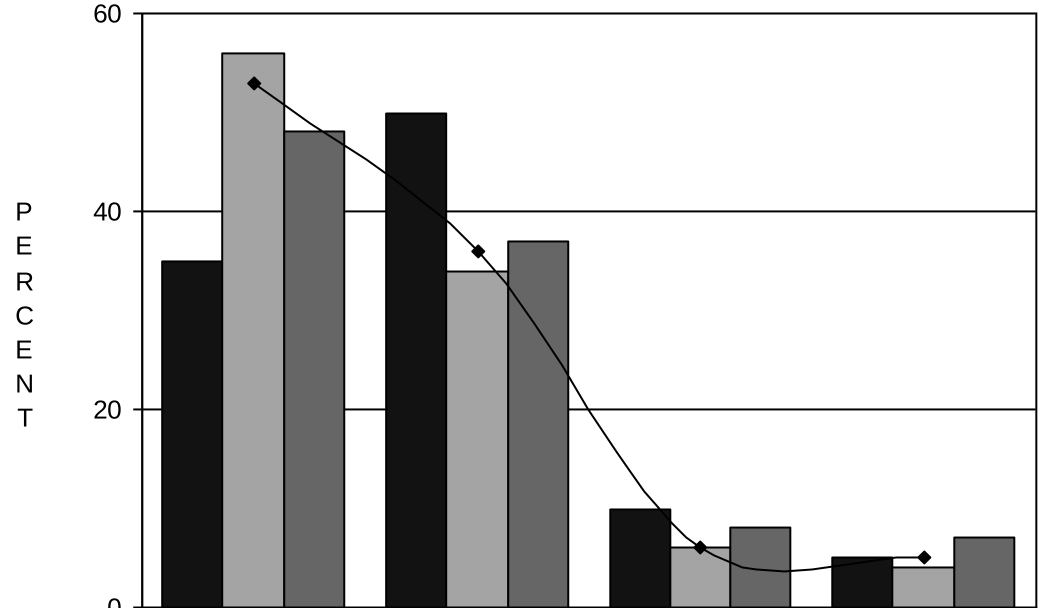


	One	Two to three	Four to five	More than five
Downtown	51	38	7	4
Strip Corridor	69	24	4	3
Other	57	31	6	6
TOTAL	65	26	5	4

(Means: Downtown=2.0, Strip Corridor=1.6, Other=2.1, TOTAL=1.7)

Among all visitors, the average number of visits to Las Vegas in the past year was 1.7. Strip Corridor lodgers visited less frequently during the past year (1.6 visits) compared to Downtown lodgers (2.0 visits) and those lodging outside of the Strip or Downtown (2.1 visits).

FIGURE 3
Frequency Of Visits In Past Year
(Among Repeat Visitors)

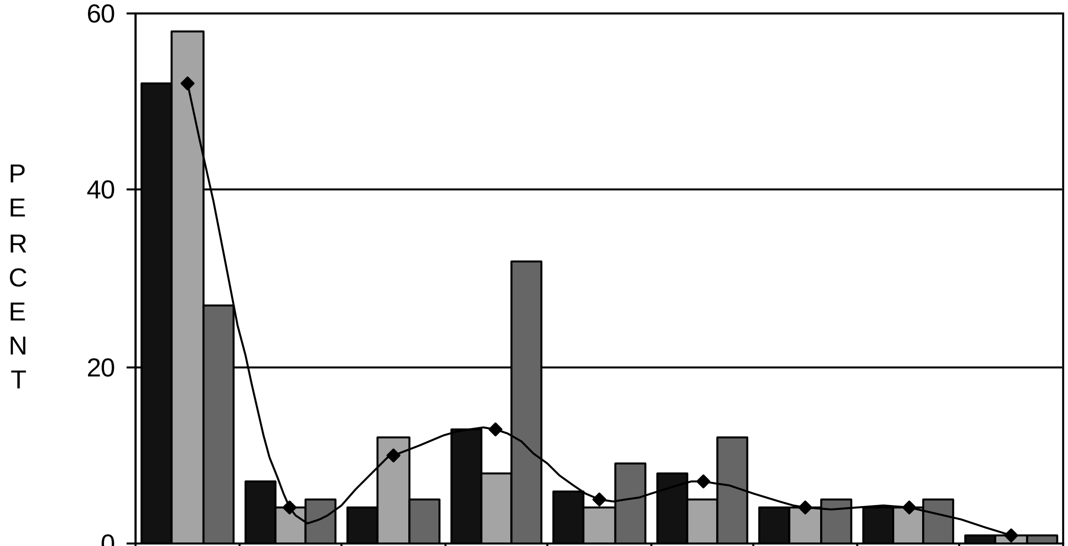


	One	Two to three	Four to five	More than five
Downtown	35	50	10	5
Strip Corridor	56	34	6	4
Other	48	37	8	7
TOTAL	53	36	6	5

(Base Sizes: Downtown=172, Strip Corridor=1836, Other=538, TOTAL=2636)
(Means: Downtown=2.3; Strip Corridor=1.9, Other=2.3, TOTAL=2.0)

Among repeat visitors, the average number of visits to Las Vegas in the past year was 2.0. Again, Strip Corridor lodgers (1.9 visits) visited less frequently in the past year than Downtown lodgers and those lodging outside of the Strip or Downtown (2.3 visits each).

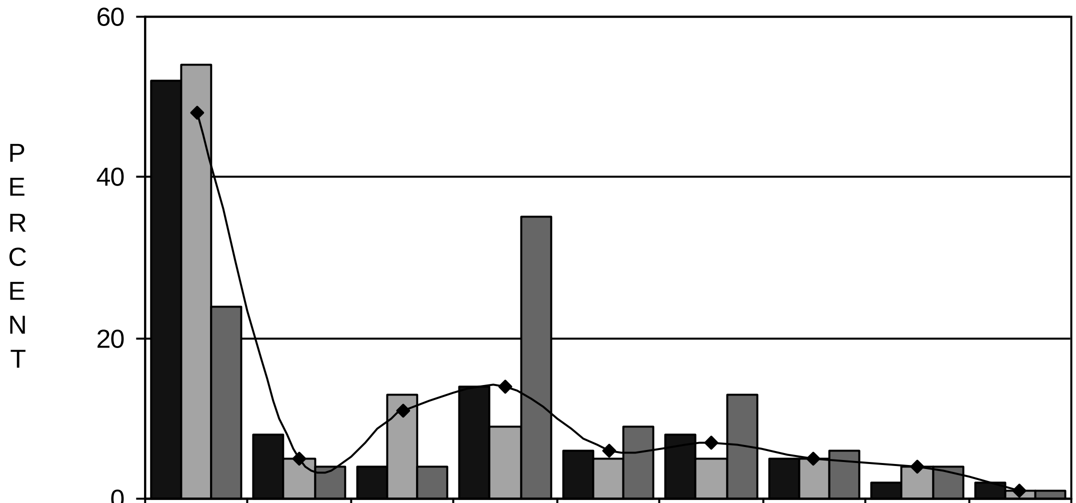
FIGURE 4
Primary Purpose Of Current Visit
(Among All Visitors)



	Vacation/ pleasure	Gambling	Conven-tion/corp. mtng	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Downtown	52	7	4	13	6	8	4	4	1
Strip Corridor	58	4	12	8	4	5	4	4	1
Other	27	5	5	32	9	12	5	5	1
TOTAL	52	4	10	13	5	7	4	4	1

When asked about the primary purpose of their current visit to Las Vegas, both Strip Corridor (58%) and Downtown lodgers (52%) were more likely than those who lodged elsewhere (27%) to mention vacation or pleasure. Other lodgers were more likely to be visiting Las Vegas to see friends or relatives (32%, compared to 13% for Downtown and a lower 8% for Strip Corridor lodgers), or to say they were just passing through (12%, compared to 8% for Downtown and 5% for Strip Corridor lodgers). Strip Corridor lodgers (12%) were more likely than Downtown (4%) or other lodgers (5%) to say they were primarily visiting for a convention or corporate meeting. Downtown lodgers were more likely than Strip Corridor lodgers to say they were visiting Las Vegas primarily to gamble (7% of Downtown lodgers vs. 4% of Strip Corridor lodgers.

FIGURE 5
Primary Purpose Of Current Visit
(Among Repeat Visitors)

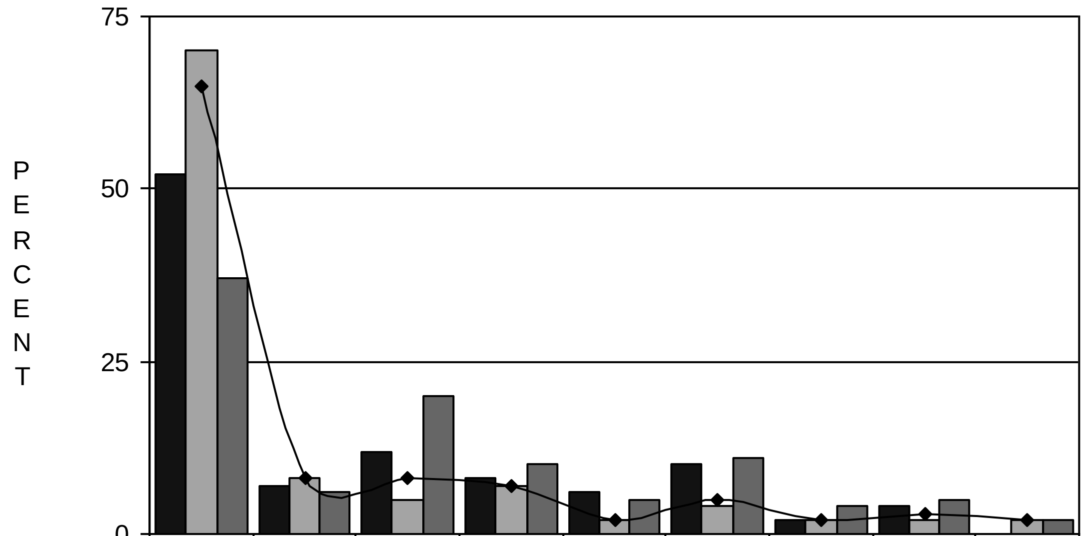


	Vacation/ pleasure	Gambling	Conven-tion/corp. mtg.	Friends/ relatives	Other business	Passing through	Special event	Wedding	Other
Downtown	52	8	4	14	6	8	5	2	2
Strip Corridor	54	5	13	9	5	5	5	4	1
Other	24	4	4	35	9	13	6	4	1
TOTAL	48	5	11	14	6	7	5	4	1

(Base Sizes: Downtown=172, Strip Corridor=1836, Other=538, TOTAL=2636)

Looking at the primary purpose of their current visit to Las Vegas among repeat visitors, Downtown lodgers (52%) and Strip Corridor lodgers (54%) were more likely than those who lodged elsewhere (24%) to mention vacation or pleasure. Other lodgers were more likely than Downtown or Strip Corridor lodgers to say they came to Las Vegas primarily to visit friends or relatives (35% vs. 14% for Downtown lodgers and 9% for Strip corridor lodgers), or to say they were just passing through (13% compared to 8% of Downtown and 5% of Strip Corridor lodgers). Strip Corridor lodgers (13%) were more likely to say they were visiting Las Vegas for a convention or corporate meeting than Downtown or other lodgers (4% each).

FIGURE 6
Primary Purpose Of Current Visit
(Among First-Time Visitors)

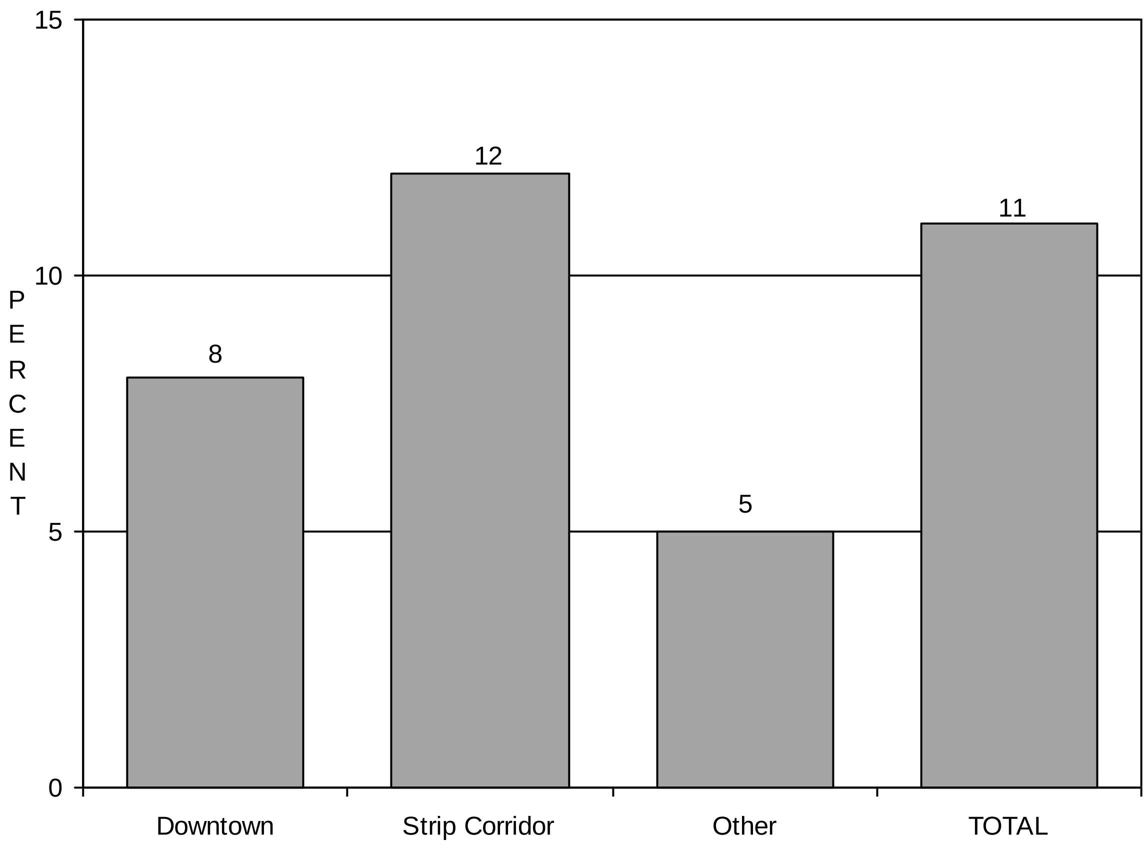


	Vacation/ pleasure	Conven-tion/corp. mtg.	Friends/ relatives	Passing through	Other business	Wedding	Special event	Gambling	Other
Downtown	52	7	12	8	6	10	2	4	0
Strip Corridor	70	8	5	7	2	4	2	2	2
Other	37	6	20	10	5	11	4	5	2
TOTAL	65	8	8	7	2	5	2	3	2

(Base Sizes: Downtown=57, Strip Corridor=786, Other=121, TOTAL=964)

We also looked at the purpose of the current visit among those visitors who were making their first trip to Las Vegas. Strip Corridor lodgers (70%) were more likely than Downtown lodgers (52%) or those lodging elsewhere (37%) to be visiting primarily for vacation or pleasure. Those visitors lodging elsewhere than the Strip or Downtown were more likely than Strip Corridor lodgers to say they were visiting friends or relatives (20% vs. 5%) or that they were getting married or attending a wedding (11% vs. 4%).

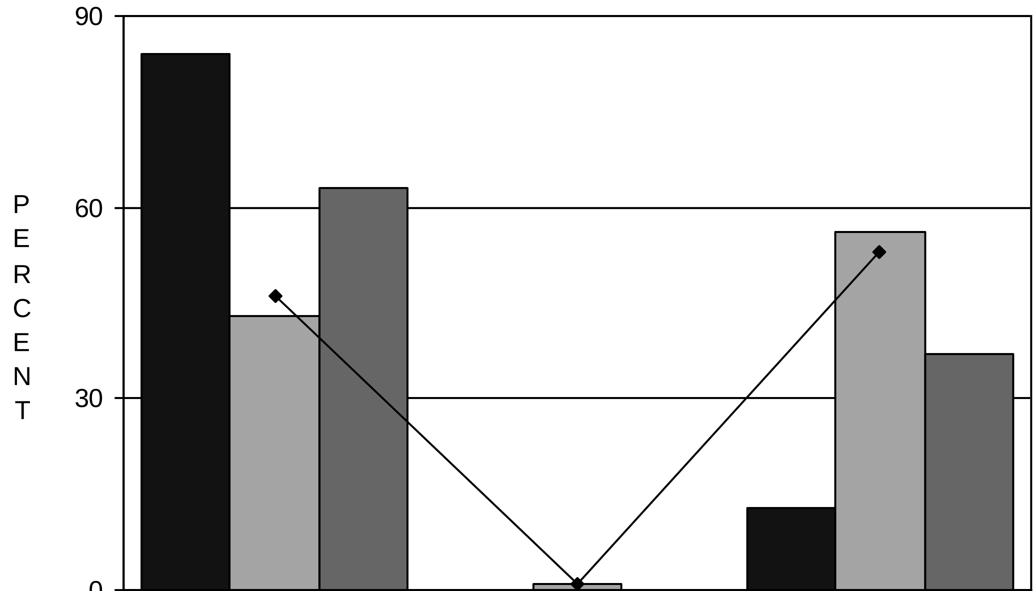
FIGURE 7
Whether Attended A Convention*



*Only "yes" responses are reported in this figure.

Respondents were asked if they participated in or attended a convention, trade show, association or corporate meeting while they were in Las Vegas. Strip Corridor lodgers (12%) were more likely to have done so than Downtown lodgers (8%) or those lodging somewhere other than the Strip or Downtown (5%).

FIGURE 8
Interest In Attending Conventions, Trade Shows, Association, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A Convention, Trade Show, Association, Or Corporate Meeting)



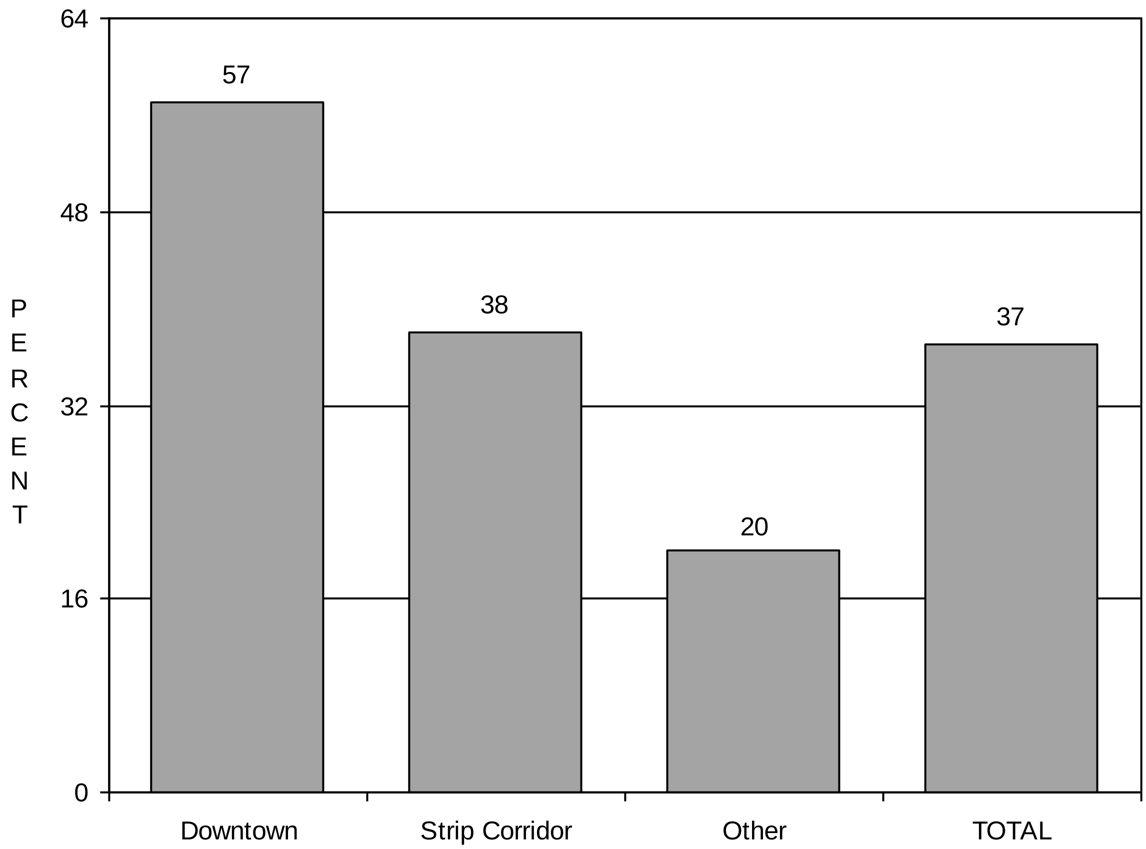
	More Interested	Less Interested	No Difference
Downtown	84	0	13
Strip Corridor	43	1	56
Other	63	0	37
TOTAL	46	1	53

(Base Sizes: Downtown=19*, Strip Corridor=326, Other=33*, TOTAL=378)

Convention visitors were asked if holding a convention in Las Vegas made them more or less interested in attending the convention — or if it made no difference. In 2016, 46% said having the convention in Las Vegas made them more interested in attending, while 53% said it made no difference. Only 1% said holding a convention in Las Vegas made them less interested in attending. Downtown lodgers (84%) and those lodging elsewhere than the Strip or Downtown (63%) were more likely than Strip Corridor lodgers (43%) to say holding a convention in Las Vegas made them more interested in attending, while Strip Corridor lodgers were more likely than Downtown lodgers and those lodging elsewhere than the Strip or Downtown to say it made no difference (56% vs. 13% and 37% respectively).

* Note the extremely small base sizes for Downtown and Other lodgers.

FIGURE 9
Whether Brought Someone Else Who Did Not Attend
Conventions, Trade Shows, Or Corporate Meetings In Las Vegas
(Among Visitors Who Attended A
Convention, Trade Show, Or Corporate Meeting)*



*Only "yes" responses are reported in this figure.
(Base Sizes: Downtown=19*, Strip Corridor=326, Other=33*, TOTAL=378)

Convention visitors were asked if they had brought a spouse, family member, or friend who was not attending or working at the convention, trade show, or corporate meeting with them, and 37% said they had. Downtown (57%) and Strip Corridor lodgers (38%) were more likely than those lodging elsewhere (20%) to say they had brought someone else with them.

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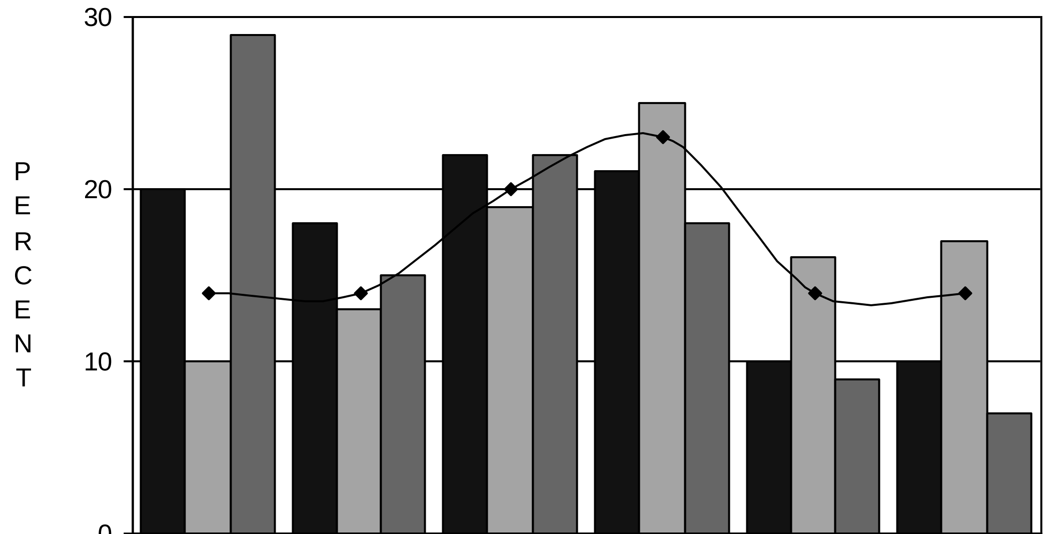
* Note the extremely small base sizes for Downtown and Other lodgers.

TRAVEL PLANNING

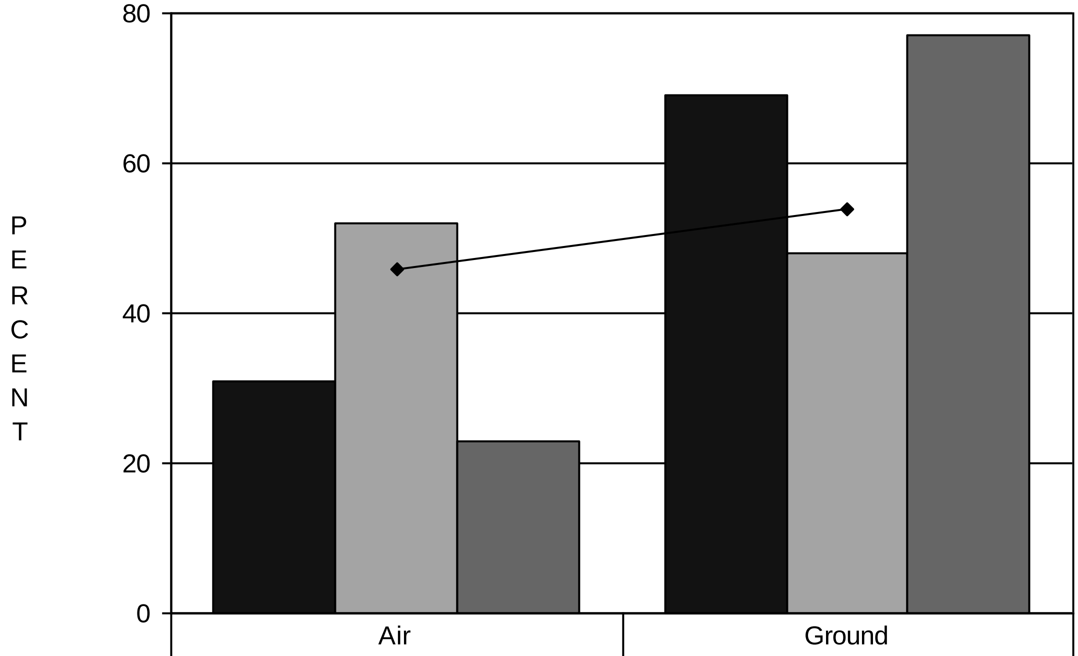
FIGURE 10
Advance Travel Planning



	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	>90 days
Downtown	20	18	22	21	10	10
Strip Corridor	10	13	19	25	16	17
Other	29	15	22	18	9	7
TOTAL	14	14	20	23	14	14

Fifty-one percent (51%) of visitors in 2016 planned their trip to Las Vegas more than one month in advance. Strip Corridor lodgers (58%) were more likely than Downtown (41%) or other lodgers (34%) to have planned their trips more than one month in advance. Downtown (40%) and those visitors lodging somewhere other than Downtown or the Strip Corridor (37%) were more likely than Strip Corridor lodgers (32%) to have planned their trip between a week and a month in advance. Those visitors lodging elsewhere (29%) were more likely to plan their trip less than a week in advance than Downtown (20%) or Strip Corridor (10%) lodgers.

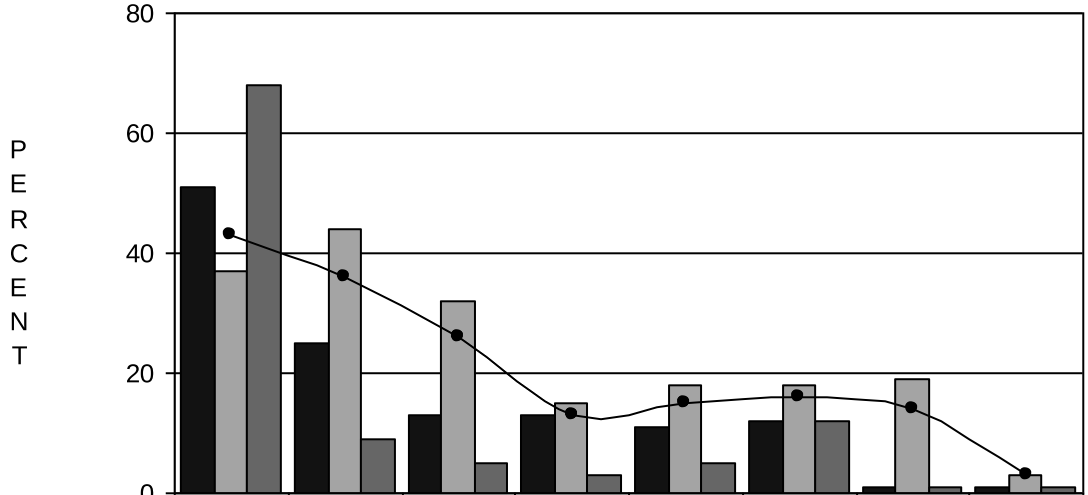
FIGURE 11
Transportation To Las Vegas



	Air	Ground
Downtown	31	69
Strip Corridor	52	48
Other	23	77
TOTAL	46	54

Strip Corridor (52%) lodgers were more likely than Downtown lodgers (31%), who in turn were more likely than other lodgers (23%) to have traveled to Las Vegas by air. Conversely, those visitors lodging elsewhere (77%) were more likely than Downtown (69%) lodgers to have used ground transportation to travel to Las Vegas, while Strip Corridor lodgers (48%) were the least likely to have done so.

FIGURE 12
Local Transportation*

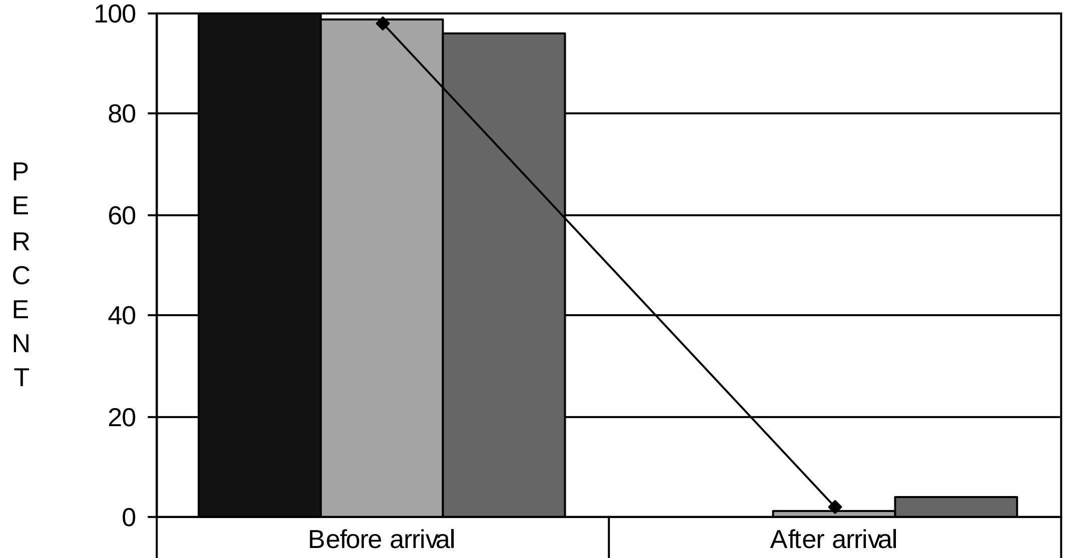


	Your own vehicle	Walked	Taxi	Bus	Shuttle	Rental car	Monorail	Limou-sine
Downtown	51	25	13	13	11	12	1	1
Strip Corridor	37	44	32	15	18	18	19	3
Other	68	9	5	3	5	12	1	1
TOTAL	43	36	26	13	15	16	14	3

*Multiple responses permitted

Visitors were asked about the types of local transportation they had used while on their current visit to Las Vegas. Visitors who lodged somewhere other than Downtown or the Strip (68%) were more likely than those lodging Downtown (51%) or in the Strip Corridor (37%) to say they used their own vehicle to get around Las Vegas. Strip Corridor lodgers (44%) were more likely than Downtown lodgers (25%), who in turn were more likely than those who lodged elsewhere (9%) to say that they walked around Las Vegas. Strip Corridor lodgers (32%) were also more likely than Downtown lodgers (13%), who were in turn more likely than other lodgers (5%), to have used a taxi or a hotel shuttle (18% vs. 11% vs. 5%). Downtown (13%) and Strip Corridor lodgers (15%) were more likely than those lodging elsewhere (3%) to have taken a bus. Strip Corridor lodgers were more likely than Downtown and other lodgers to have used a rental car (18% vs. 12% each) or taken a limousine (3% vs. 1% each).

FIGURE 13
When Decided Where To Stay
(Among Those Visitors Who Stayed Overnight)

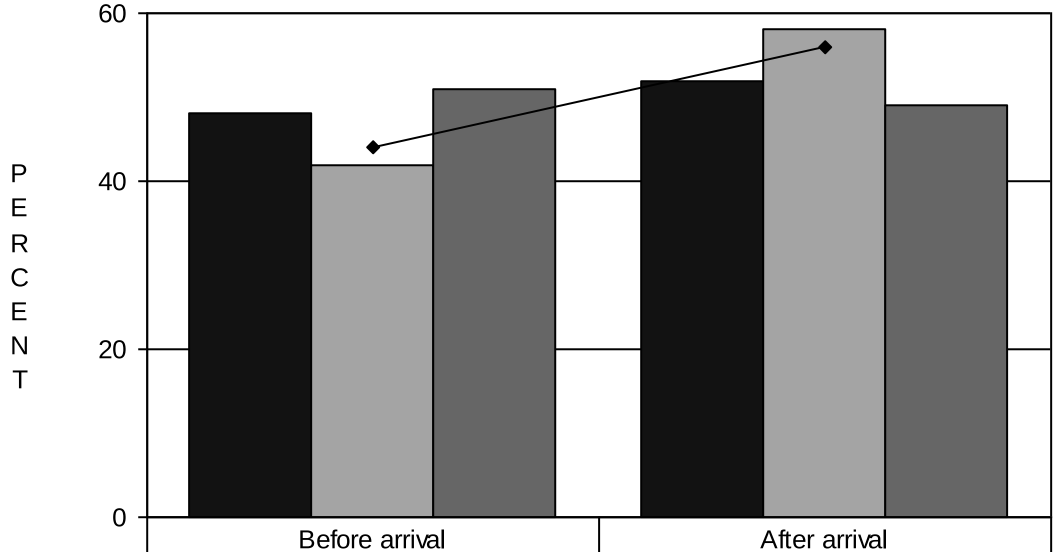


	Before arrival	After arrival
Downtown	100	0
Strip Corridor	99	1
Other	96	4
TOTAL	98	2

(Base Sizes: Downtown=229, Strip Corridor=2711, Other=656, TOTAL=3597)

Most visitors (98%) decided where to stay before arriving in Las Vegas. Downtown (100%) and Strip Corridor lodgers (99%) were more likely than those lodging elsewhere (96%) to say they decided where to stay before arriving in Las Vegas.

FIGURE 14
When Decided Where To Gamble
(Among Those Visitors Who Gambled)

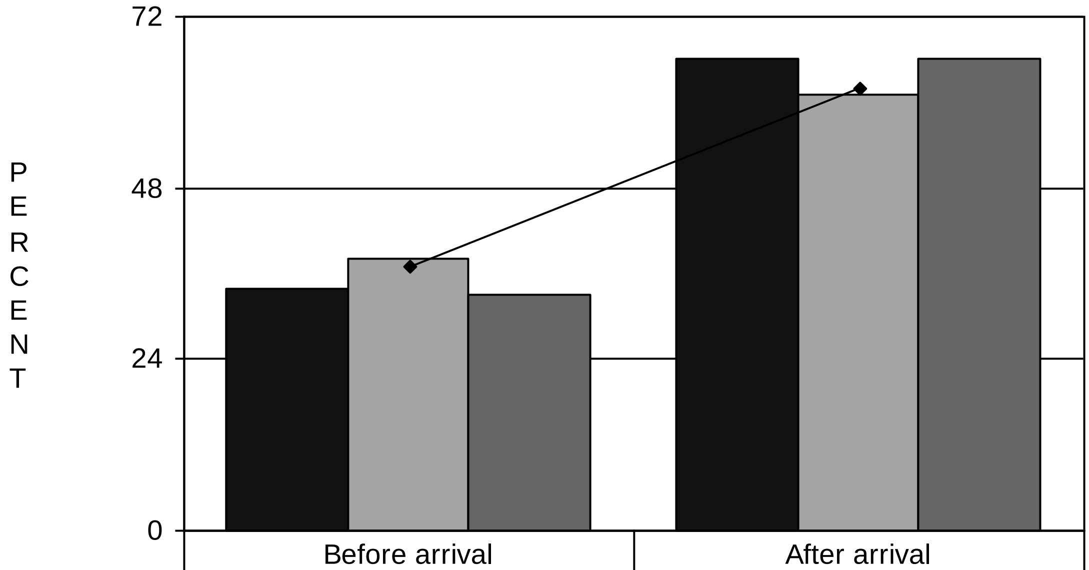


	Before arrival	After arrival
Downtown	48	52
Strip Corridor	42	58
Other	51	49
TOTAL	44	56

(Base Sizes: Downtown=168, Strip Corridor=1960, Other=355, TOTAL=2483)

Over one-half (56%) of visitors decided where to gamble after arriving in Las Vegas, while 44% said they decided before their arrival. Strip Corridor lodgers (58%) were more likely than those lodging elsewhere than the Strip or Downtown (49%) to say they decided where to gamble after their arrival in Las Vegas.

FIGURE 15
When Decided Which Shows To See
(Among Those Visitors Who Saw Shows)

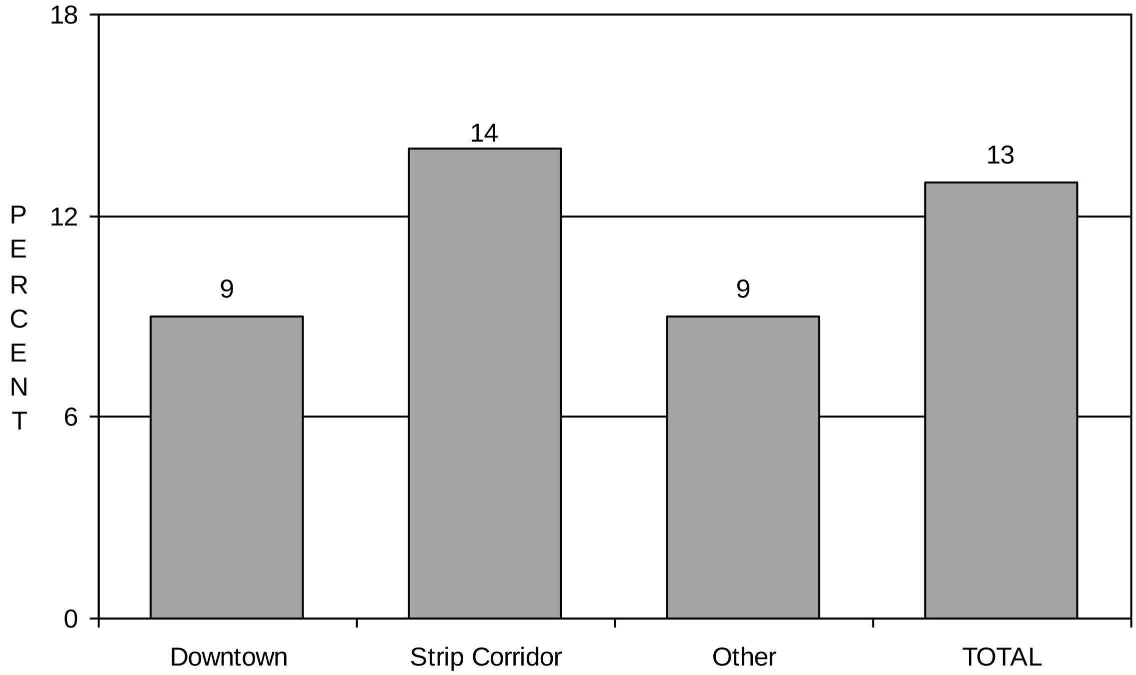


	Before arrival	After arrival
Downtown	34	66
Strip Corridor	38	61
Other	33	66
TOTAL	37	62

(Base Sizes: Downtown=127, Strip=1548, Other=190, TOTAL=1865)

Just over six in ten visitors (62%) said they decided which shows to see after their arrival. There were no significant differences among the three subgroups on this measure.

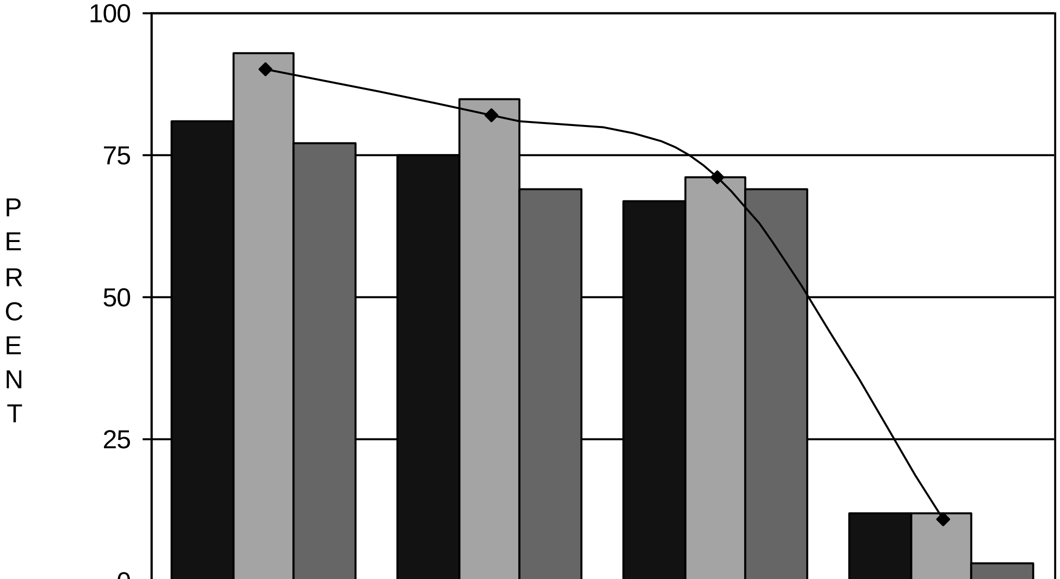
FIGURE 16
Travel Agent Assistance*



*Only "yes" responses are reported in this figure.

Overall, 13% of visitors reported using a travel agent to help them plan their most recent trip to Las Vegas. Strip Corridor lodgers (14%) were more likely to have used a travel agent than Downtown or other lodgers (9% each).

FIGURE 17
Travel Agent Influence And Use*
(Among Those Visitors Who Used A Travel Agent)



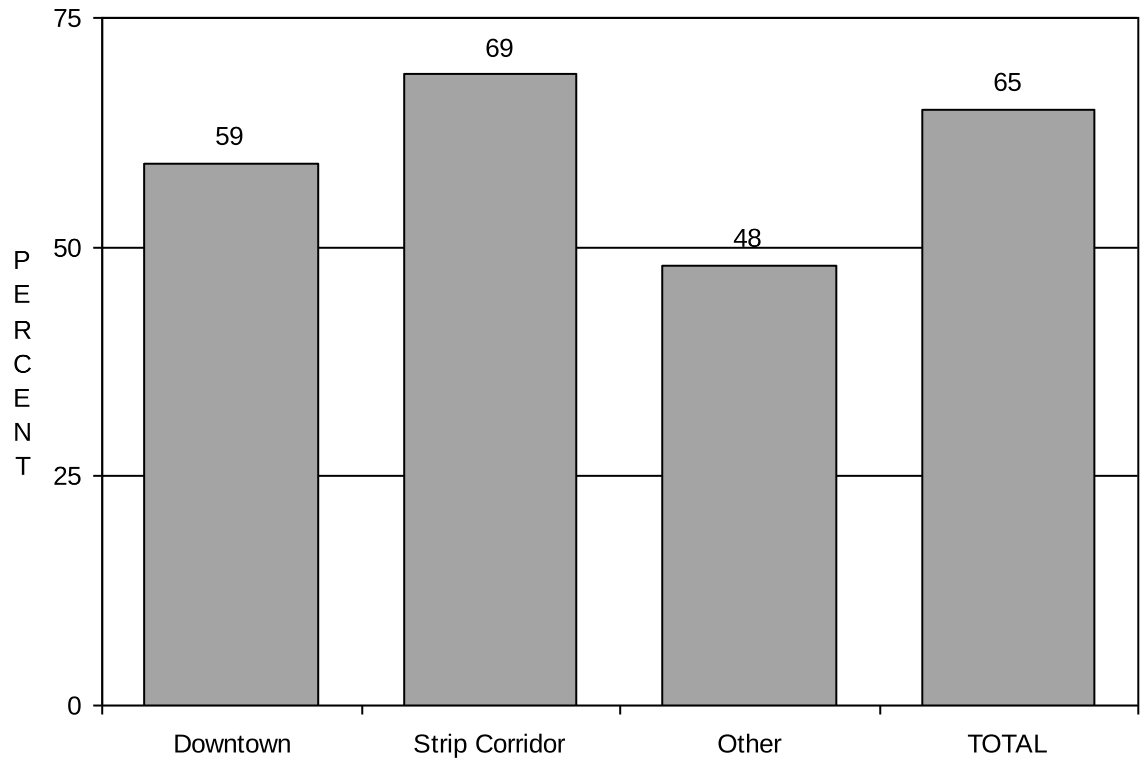
	Booked transportation	Booked accommodations	Influenced accommodations	Influenced destination
Downtown	81	75	67	12
Strip Corridor	93	85	71	12
Other	77	69	69	3
TOTAL	90	82	71	11

*Multiple responses permitted
(Base Sizes: Downtown=21†, Strip Corridor=377, Other=61, TOTAL=458)

Among those visitors who used a travel agent, nine in ten (90%) said the travel agent helped book their transportation to Las Vegas, and more than eight in ten (82%) said the travel agent helped book their accommodations in Las Vegas. Seven in ten (71%) also said the travel agent influenced their choice of accommodations in Las Vegas. Strip Corridor lodgers were more likely than other non-Downtown lodgers to say the travel agent booked their transportation (93% vs. 77%), booked their accommodations (85% vs. 69%), or influenced their decision to visit Las Vegas (12% vs. 3%).

† Note the very small base size for Downtown lodgers.

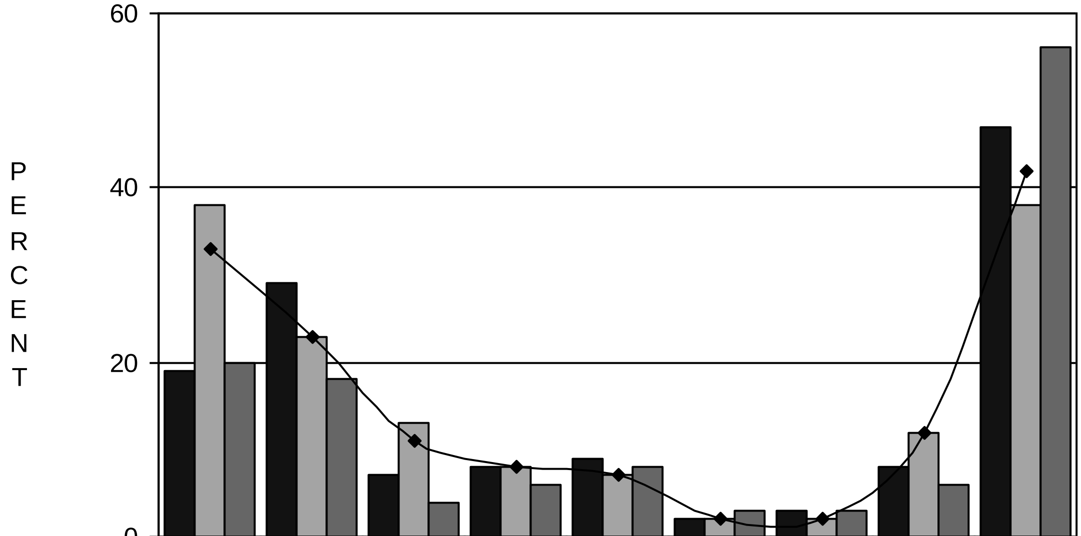
FIGURE 18
Whether Used The Internet To Plan Trip*



*Only “yes” responses are reported in this figure.

About two-thirds (65%) of visitors said they used the Internet to plan their current trip to Las Vegas. Strip Corridor lodgers (69%) were more likely than Downtown lodgers (59%), who in turn were more likely than other lodgers (48%) to have used the Internet to plan their trip.

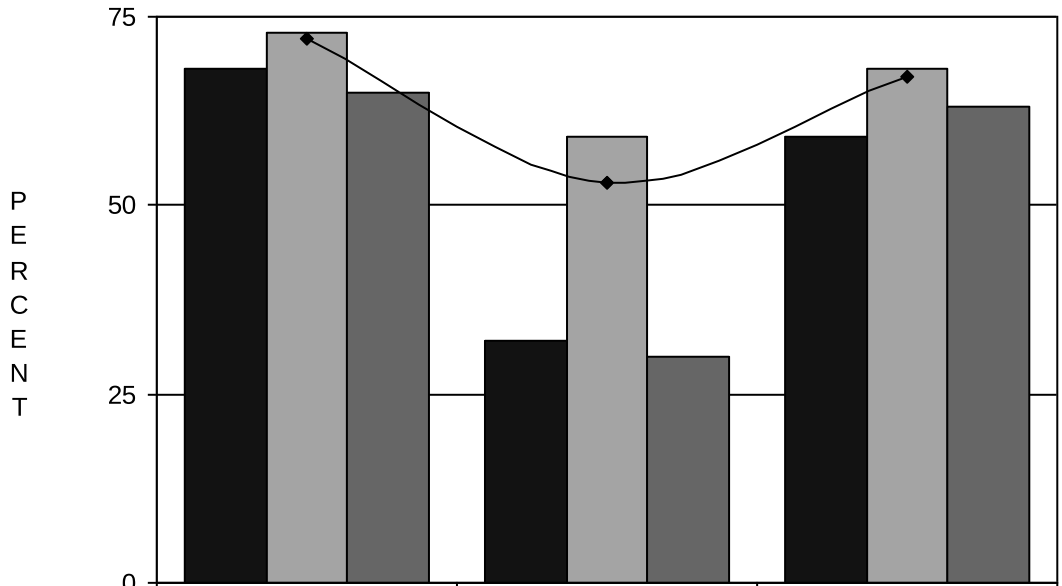
FIGURE 19
Social Media Apps Or Websites Used To Plan Trip To Las Vegas



	Online Travel Agencies	Google	Hotel/ Venue Sites	Trip-Advisor	Face-book	Twitter	Insta-gram	Other	None of These
Downtown	19	29	7	8	9	2	3	8	47
Strip Corridor	38	23	13	8	7	2	2	12	38
Other	20	18	4	6	8	3	3	6	56
TOTAL	33	23	11	8	7	2	2	12	42

Visitors were asked which social media apps or websites they used to plan their trip to Las Vegas, if any. Strip Corridor lodging visitors were more likely than Downtown lodging or other visitors to say they consulted reviews at online travel agencies (38% vs. 19% and 20%) or hotel and show venue sites (13% vs. 7% and 4%). Downtown (29%) and Strip Corridor lodgers (23%) were more likely than those who lodged elsewhere (18%) to say they used Google. About two-fifths of all visitors (42%) said that they did not use any social media apps or sites to plan their trip. Those visitors lodging elsewhere than Downtown or the Strip Corridor (56%) were more likely than Downtown lodgers (47%) to give this response, while Strip Corridor lodgers (38%) were the least likely to give this response.

FIGURE 20
Internet Influence And Use*
(Among Those Visitors Who Used The Internet To Plan Trip)

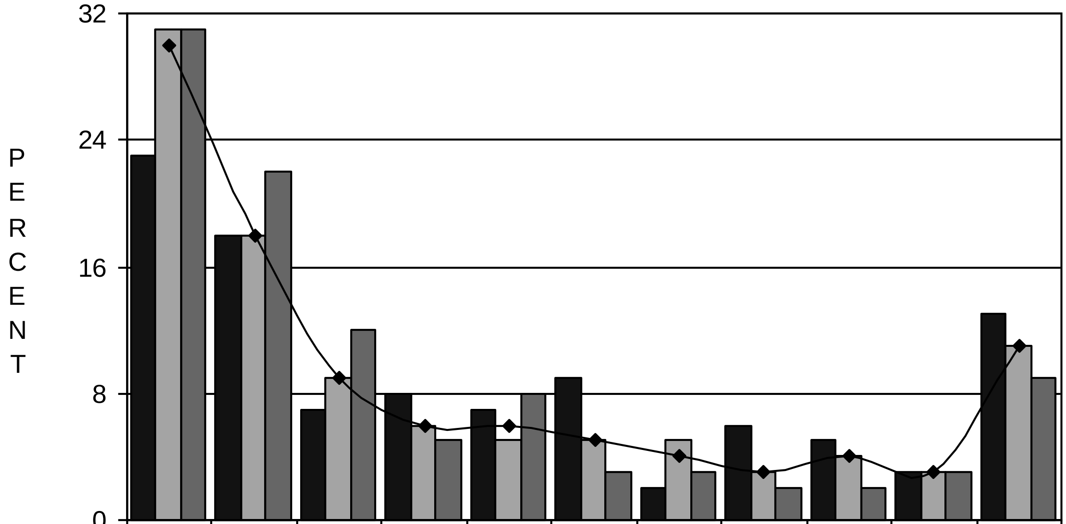


	Booked accommodations	Booked transportation	Influenced accommodations
Downtown	68	32	59
Strip Corridor	73	59	68
Other	65	30	63
TOTAL	72	53	67

*Only "yes" responses are reported in this figure.
(Base Sizes: Downtown=135, Strip Corridor=1880, Other=316, TOTAL=2332)

Among those visitors who used the Internet, Strip Corridor lodgers (59%) were more likely than Downtown (32%) or other lodgers (30%) to say they booked their transportation online. Strip Corridor lodgers were also more likely than other non-Downtown lodgers to say they booked their accommodations online (73% vs. 65%), and Strip Corridor lodgers were more likely than Downtown lodgers to say the Internet influenced their choice of accommodations (68% vs. 59%)

FIGURE 21
Website Used To Book Accommodations
(Among Those Visitors Who Used The Internet
To Book Their Accommodations In Las Vegas)

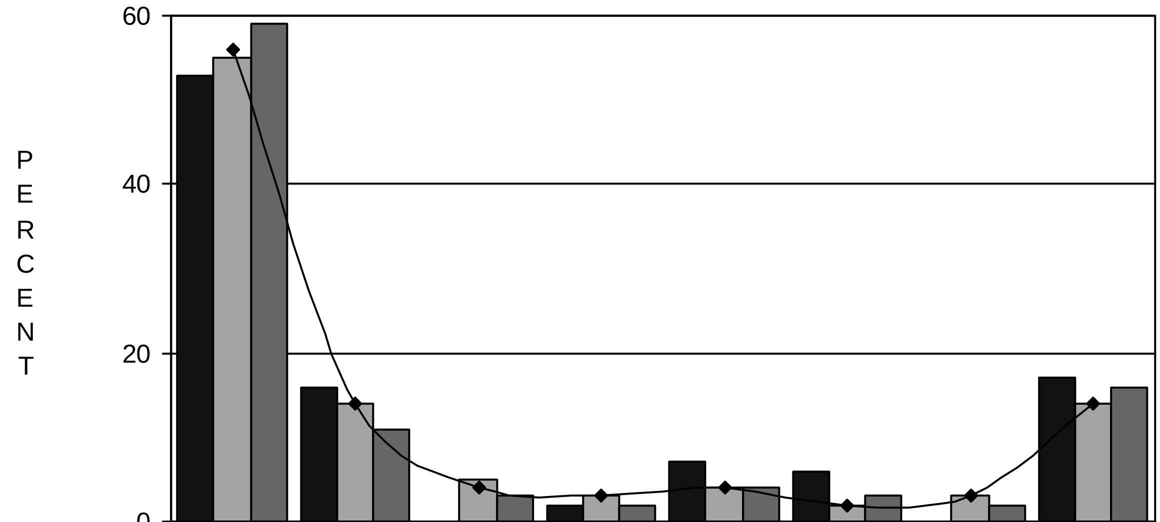


	Hotel website	Expedia	Hotels.com	Booking.com	Hotwire	Priceline	Travelocity	Vegas.com	Airline website	Orbitz	Other
Downtown	23	18	7	8	7	9	2	6	5	3	13
Strip Corridor	31	18	9	6	5	5	5	3	4	3	11
Other	31	22	12	5	8	3	3	2	2	3	9
TOTAL	30	18	9	6	6	5	4	3	4	3	11

(Base Sizes: Downtown=102, Strip Corridor=1463, Other=226, TOTAL=1791)

Respondents who had used the Internet to book their accommodations in Las Vegas were asked to name the website they used. Three in ten (30%) said they used a hotel website to do so, while 18% used Expedia, 9% used Hotels.com, and 6% each used Booking.com or Hotwire. While there were no significant differences among the subgroups on individual websites, overall Downtown (71%) and other non-Strip Corridor lodgers (65%) were more likely than Strip Corridor lodgers (57%) to have used an online travel agency to book their accommodations.

FIGURE 22
Website Used To Book Transportation
(Among Those Visitors Who Used The Internet To Book Their Transportation To Las Vegas)

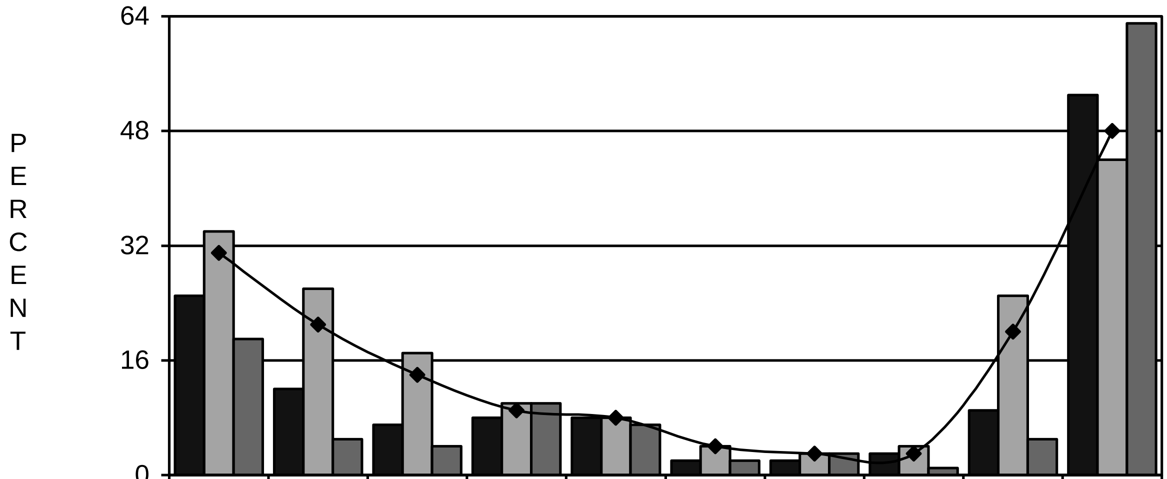


	Airline website	Expedia	Travel-ocity	Orbitz	Priceline.com	Kayak	Hotwire	Other
Downtown	53	16	0	2	7	6	0	17
Strip Corridor	55	14	5	3	4	2	3	14
Other	59	11	3	2	4	3	2	16
TOTAL	56	14	4	3	4	2	3	14

(Base Sizes: Downtown=49, Strip Corridor=1156, Other=105, TOTAL=1310)

Respondents who had used the Internet to book their transportation to Las Vegas were also asked what website they used. Over one-half (56%) said they used an airline website, while 14% said they used Expedia. There were no significant differences among the subgroups on this measure.

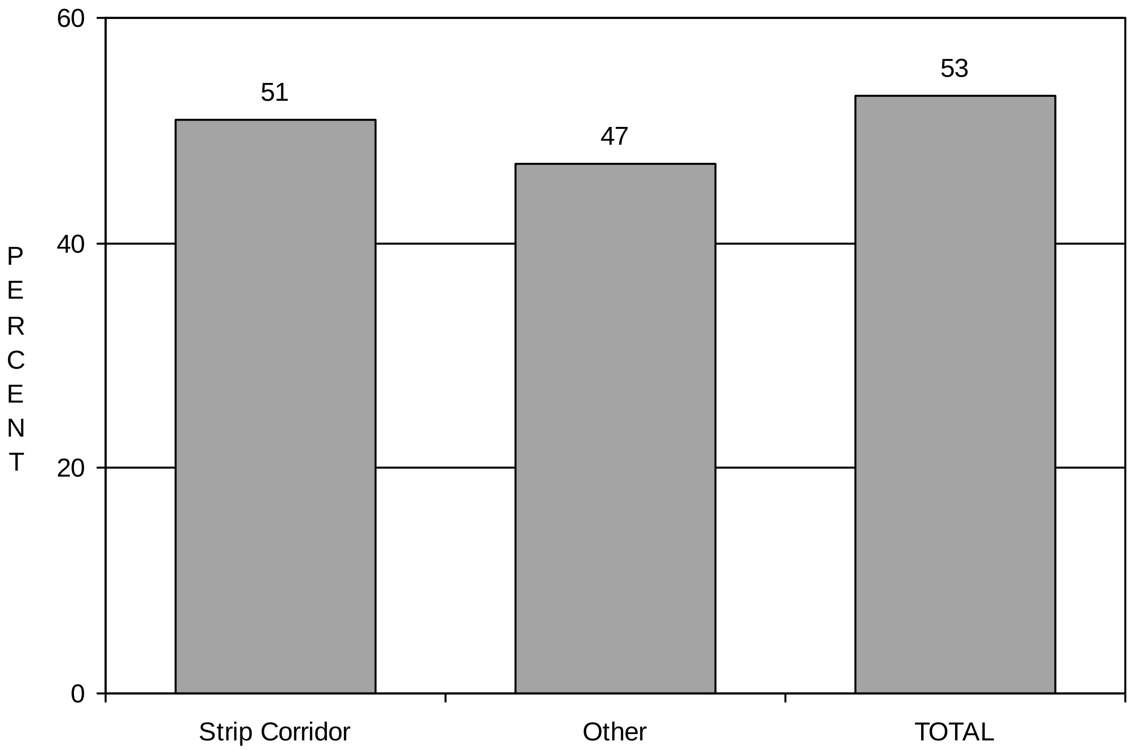
FIGURE 23
Social Media Apps Or Websites Used To Plan Activities While In Las Vegas



	Google	Hotel & Show Venue	Trip-Advisor	Online Travel Agcy	Face-book	Open-Table	Insta-gram	Yelp	Other	None of these
Downtown	25	12	7	8	8	2	2	3	9	53
Strip Corridor	34	26	17	10	8	4	3	4	25	44
Other	19	5	4	10	7	2	3	1	5	63
TOTAL	31	21	14	9	8	4	3	3	20	48

Visitors were asked which, if any, social media and travel review apps or websites they used to plan their activities while in Las Vegas. About three in ten visitors (31%) used Google, while one in five (21%) said they consulted reviews at hotel or show venue sites. Nearly one-half (48%) of visitors said they did not use any of these websites or apps. Strip Corridor lodgers were more likely to use a variety of apps and websites including Google (34% vs. 25% among Downtown lodgers and 19% among those who lodged elsewhere), reviews at hotel or show venue sites (26% vs. 12% and 5%), TripAdvisor (17% vs. 7% and 4%), and OpenTable (4% vs. 2% each). Those visitors who lodged elsewhere than Downtown or the Strip Corridor (63%) were the most likely to say they did not use any websites or apps, followed by Downtown lodgers (53%), while Strip Corridor lodgers (44%) were the least likely to give this response.

FIGURE 24
Whether Visited Downtown Las Vegas On This Trip*

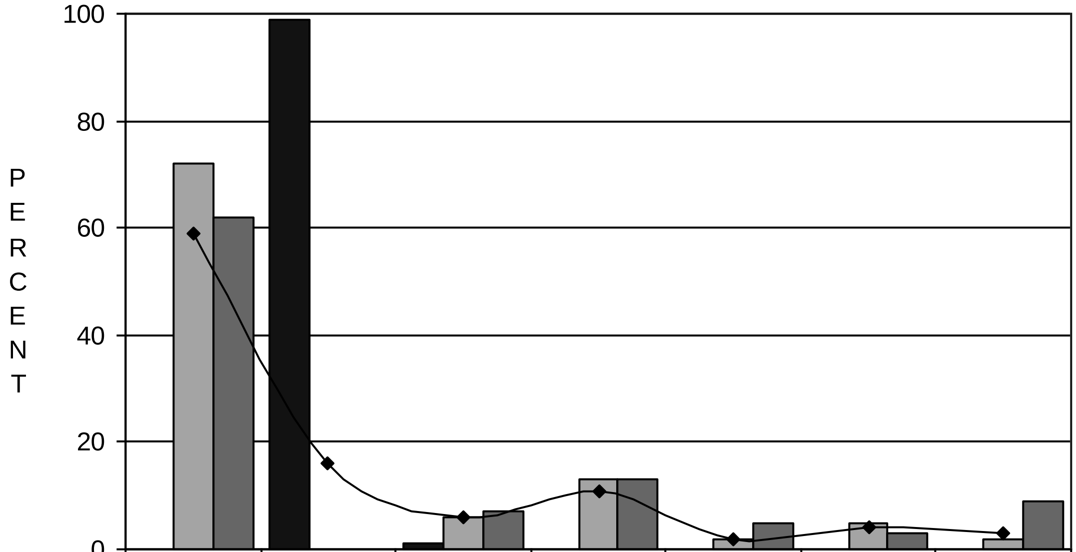


*Only “yes” responses are reported in this figure.

Fifty-three percent (53%) of all visitors said they visited Downtown Las Vegas on their current trip*. There was no significant difference between Strip Corridor lodgers and other lodgers on this measure.

* By definition, all (100%) respondents who said they lodged Downtown also visited the Downtown area on their current trip.

FIGURE 25
Why Visited Downtown Las Vegas*
(Among Those Visitors Who Visited Downtown)



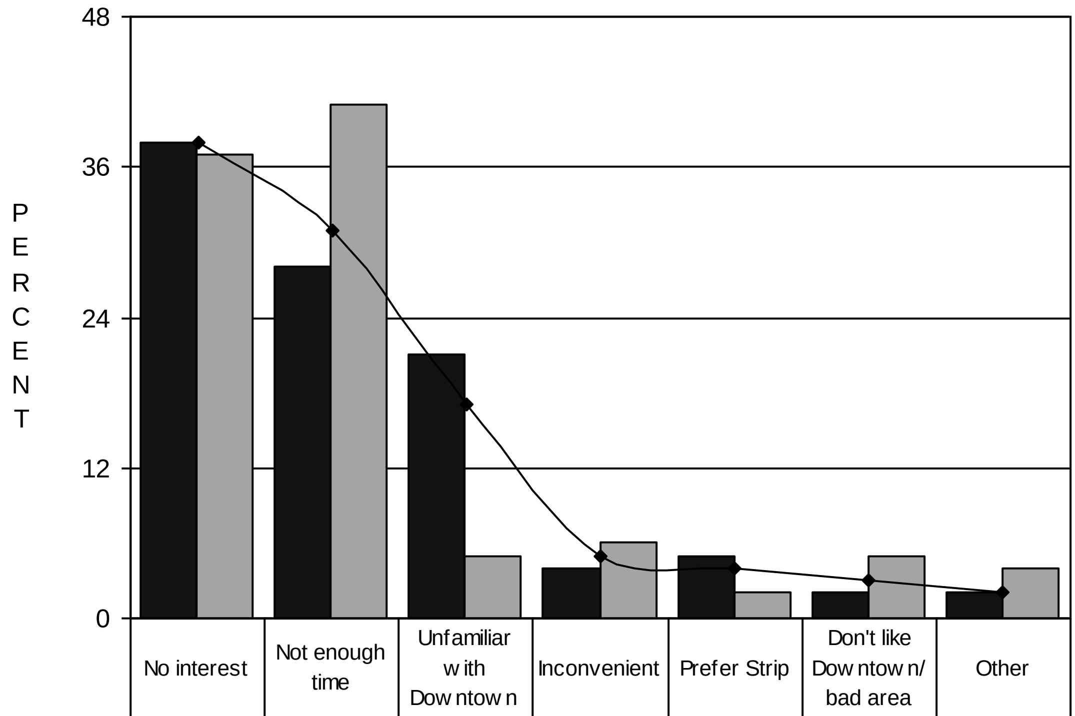
	See Fremont St. Experience	Lodging Downtown	To gamble	Sightseeing	To dine	To shop	Other
Downtown	0	99	1	0	0	0	0
Strip corridor	72	0	6	13	2	5	2
Other	62	0	7	13	5	3	9
TOTAL	59	16	6	11	2	4	3

(Base Sizes: Downtown=185, Strip Corridor=833, Other=140, TOTAL=1158)

Visitors were asked for the primary reason why they had gone to the Downtown area. Virtually all (99%) of those visitors staying Downtown said they were there primarily because that was where they were lodging, while more than seven in ten (72%) Strip Corridor lodgers and more than six in ten (62%) other lodgers said they had gone Downtown primarily to see the Fremont Street Experience.

* These responses are from 2015. This question is asked every other year and was not asked in 2016.

FIGURE 26
Why Did Not Visit Downtown Las Vegas
(Among Those Visitors Who Did Not Visit Downtown)

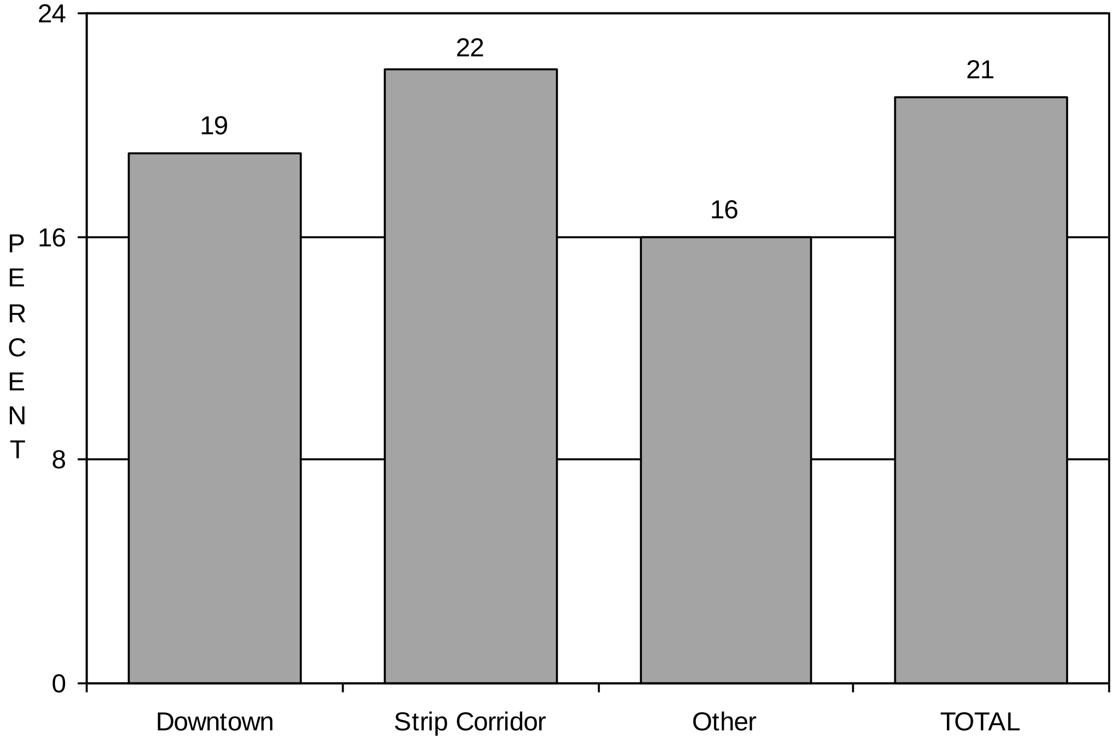


	No interest	Not enough time	Unfamiliar with Downtown	Inconvenient	Prefer Strip	Don't like Downtown/ bad area	Other
Strip Corridor	38	28	21	4	5	2	2
Other	37	41	5	6	2	5	4
TOTAL	38	31	17	5	4	3	2

(Base Sizes: Strip Corridor=1327, Other=353, TOTAL=1680)

Visitors who did not travel Downtown were asked why they did not. Nearly four in ten (38%) visitors said it was because of a lack of interest in the Downtown area, while 31% said it was because they did not have enough time. Strip Corridor lodgers were more likely than other lodgers to say they were unfamiliar with the Downtown area (21% vs. 5%) or that they prefer the Strip (5% vs. 2%), while other lodgers were more likely than Strip Corridor lodgers to say that they did not have enough time (41% vs. 28%) or that they did not like the Downtown area or thought it was a bad area (5% vs. 2%).

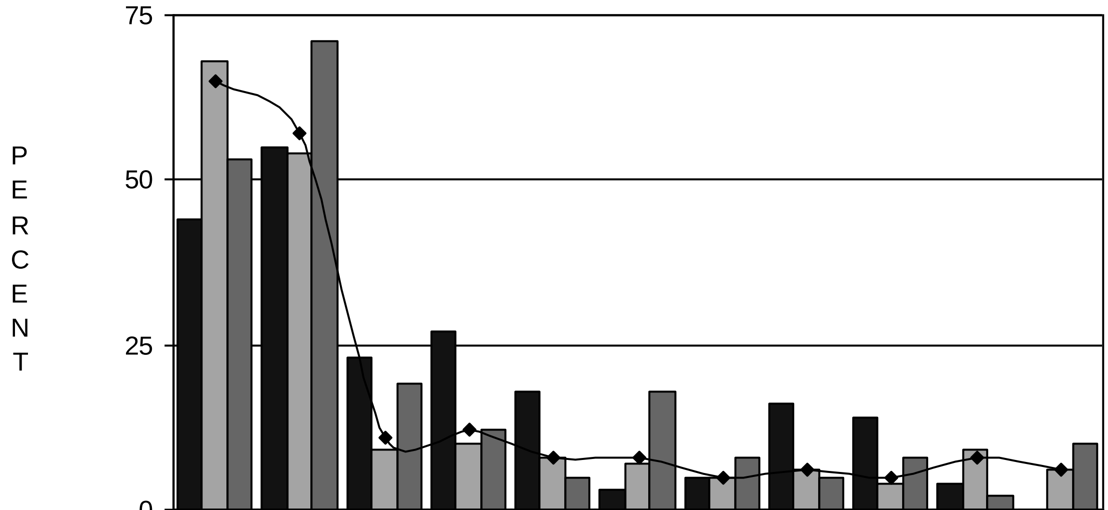
FIGURE 27
Visits To Nearby Places*



*Only “yes” responses are reported in this figure.

Twenty-one percent (21%) of visitors visited nearby places while on their current trip to Las Vegas. Strip Corridor lodgers (22%) were more likely than other non-Downtown lodgers (16%) to say they visited other nearby places.

FIGURE 28
Other Nearby Places Visited*
(Among Those Visitors Who Planned To Visit Other Places)



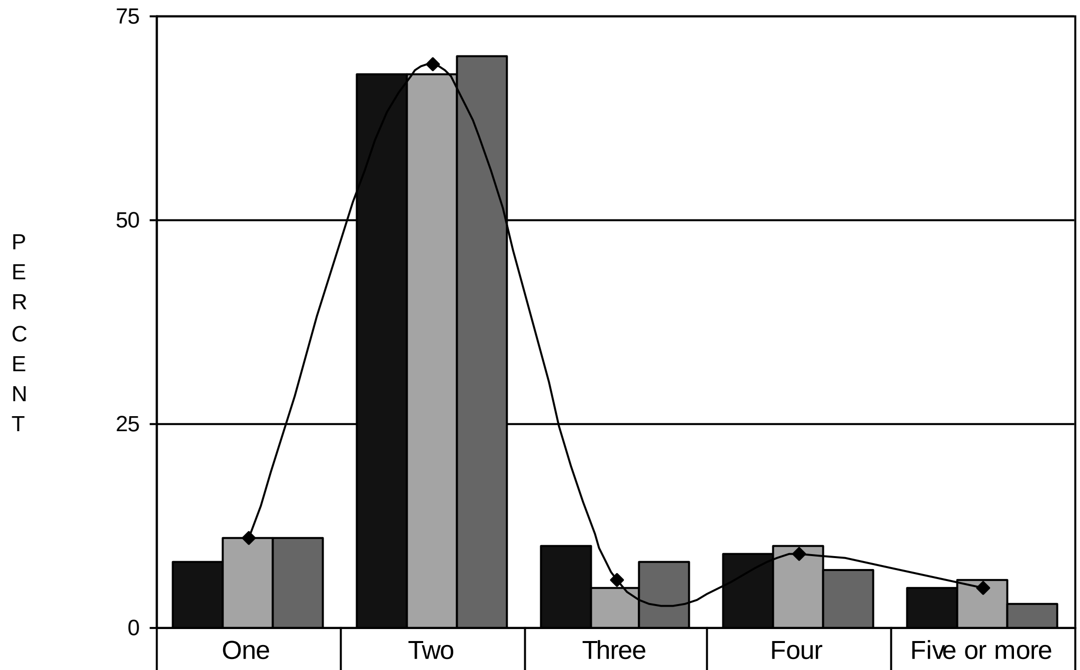
	Grand Canyon	Hoover Dam	Lake Mead	Zion Nat'l Park	Bryce Canyon	Mount Charleston	Laughlin	Death Valley	Valley of Fire	Red Rock	Other
Downtown	44	55	23	27	18	3	5	16	14	4	0
Strip Corridor	68	54	9	10	8	7	5	6	4	9	6
Other	53	71	19	12	5	18	8	5	8	2	10
TOTAL	65	57	11	12	8	8	5	6	5	8	6

*Multiple responses permitted.
(Base Sizes: Downtown=45, Strip Corridor=597, Other=105, TOTAL=746)

Among those visitors who visited other places, Strip Corridor lodgers (68%) were more likely than Downtown (44%) and other lodgers (53%) to say they visited the Grand Canyon. Strip Corridor lodgers were also more likely than other non-Downtown lodgers to say they visited Red Rock Canyon (9% vs. 2%). Downtown lodgers (27%) were more likely than Strip Corridor (10%) or other lodgers (12%) to say they visited Zion National Park, and were more likely than other non-Strip Corridor lodgers to visit Bryce Canyon (18% vs. 5%). Other non-Downtown or Strip Corridor lodgers (18%) were more likely than Downtown (3%) or Strip Corridor lodgers (7%) to say they visited the Mount Charleston/Lee Canyon area, and were more likely than Strip Corridor lodgers to say they visited Hoover Dam (71% vs. 54%). Downtown (23%) and other non-Strip Corridor lodgers (19%) were more likely than Strip Corridor lodgers (9%) to visit Lake Mead.

TRIP CHARACTERISTICS AND EXPENDITURES

FIGURE 29
Adults In Immediate Party

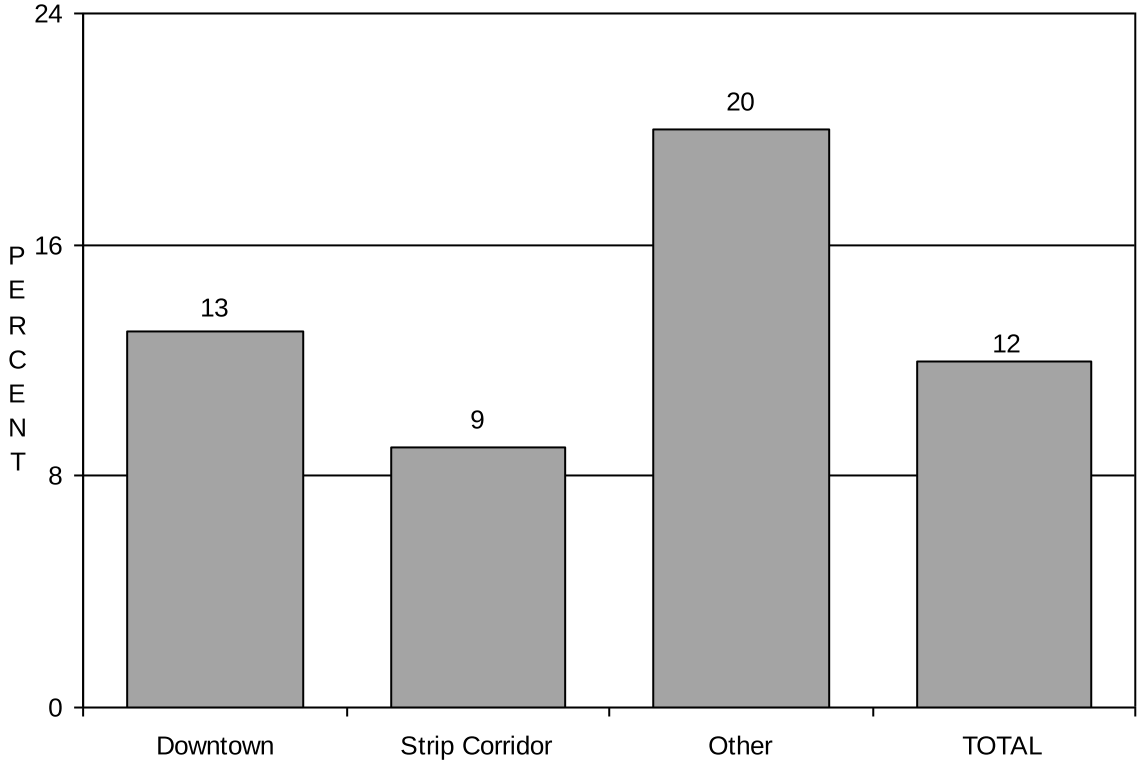


	One	Two	Three	Four	Five or more
Downtown	8	68	10	9	5
Strip Corridor	11	68	5	10	6
Other	11	70	8	7	3
TOTAL	11	69	6	9	5

(Means: Downtown=2.4, Strip Corridor=2.4, Other=2.2, TOTAL=2.4)

The majority of visitors (69%) traveled to Las Vegas in parties of two adults. Strip Corridor lodgers (16%) were more likely to be traveling in parties of four or more than other non-Downtown lodgers (10%). Downtown (10%) and other non-Strip Corridor lodgers (8%) were more likely to be traveling in parties of three. The *average* party size was higher for Downtown and Strip Corridor lodgers (average of 2.4 adults each) than for other lodgers (2.2).

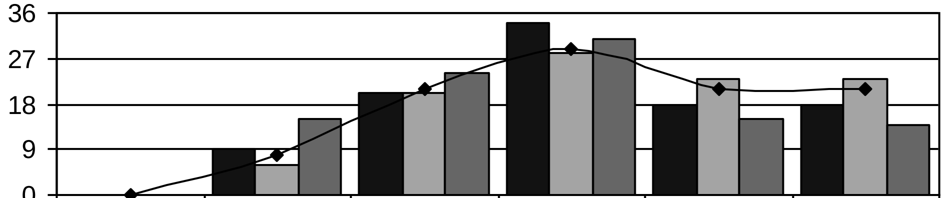
FIGURE 30
Whether Had Persons In Immediate Party Under Age 21*
(Among All Visitors)



*Only “yes” responses are reported in this figure.

Twelve percent (12%) of visitors said they were traveling with people under the age of 21 in their immediate party. Those visitors who lodged elsewhere than Downtown and the Strip Corridor (20%) were more likely than Downtown (13%) or Strip Corridor lodgers (9%) to be traveling with people under the age of 21 in their immediate party.

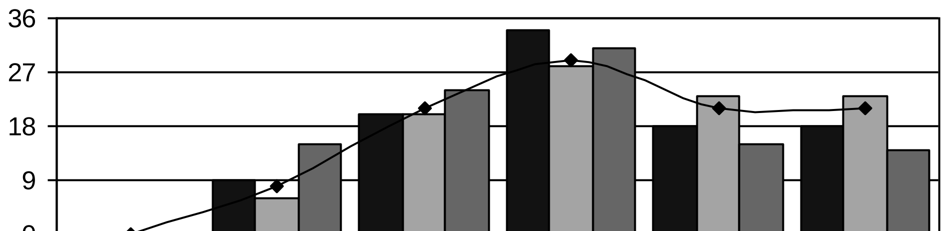
FIGURE 31
Nights Stayed



	None	One	Two	Three	Four	Five or more
Downtown	0	9	20	34	18	18
Strip Corridor	0	6	20	28	23	23
Other	0	15	24	31	15	14
TOTAL	0	8	21	29	21	21

(Means: Downtown=3.3, Strip Corridor=3.5, Other=3.1, TOTAL=3.4)

FIGURE 32
Days Stayed

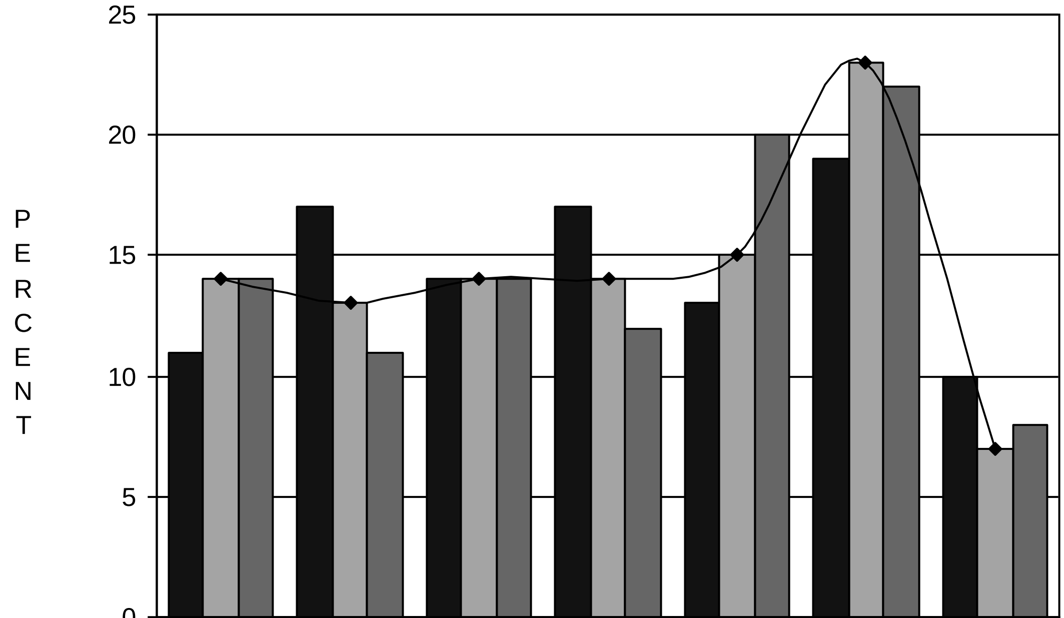


	One	Two	Three	Four	Five	Six or more
Downtown	0	9	20	34	18	18
Strip Corridor	0	6	20	28	23	23
Other	0	15	24	31	15	14
TOTAL	0	8	21	29	21	21

(Means: Downtown=4.3, Strip Corridor=4.5, Other=4.1, TOTAL=4.4)

Visitors stayed an average of 3.4 nights and 4.4 days in Las Vegas. Strip Corridor lodgers (3.5 nights and 4.5 days) stayed longer than other non-Downtown lodgers (3.1 nights and 4.1 days).

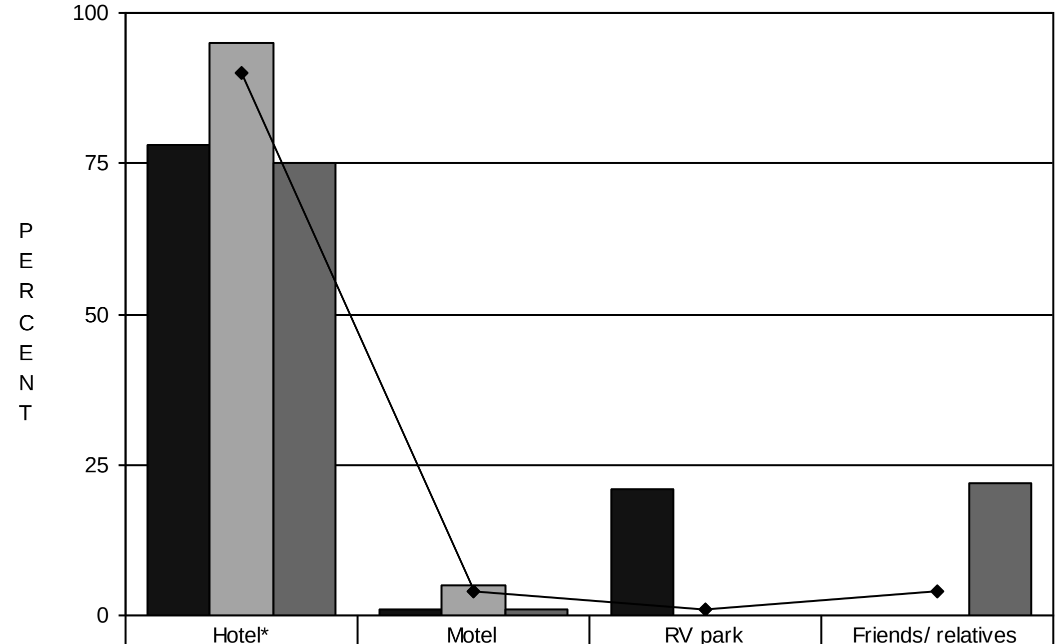
FIGURE 33
Day Of Arrival



	SUN	MON	TUE	WED	THU	FRI	SAT
Downtown	11	17	14	17	13	19	10
Strip Corridor	14	13	14	14	15	23	7
Other	14	11	14	12	20	22	8
TOTAL	14	13	14	14	15	23	7

Visitors were asked on what day of the week they arrived in Las Vegas. Visitors were most likely to arrive on a Friday (23%). Downtown lodgers (17%) were more likely than other non-Strip Corridor lodgers (11%) to arrive on a Monday. Visitors who lodged somewhere other than Downtown or the Strip (20%) were more likely than Downtown (13%) or Strip Corridor lodgers (15%) to arrive on a Thursday.

FIGURE 34
Type Of Lodging
(Among Those Visitors Who Stayed Overnight)



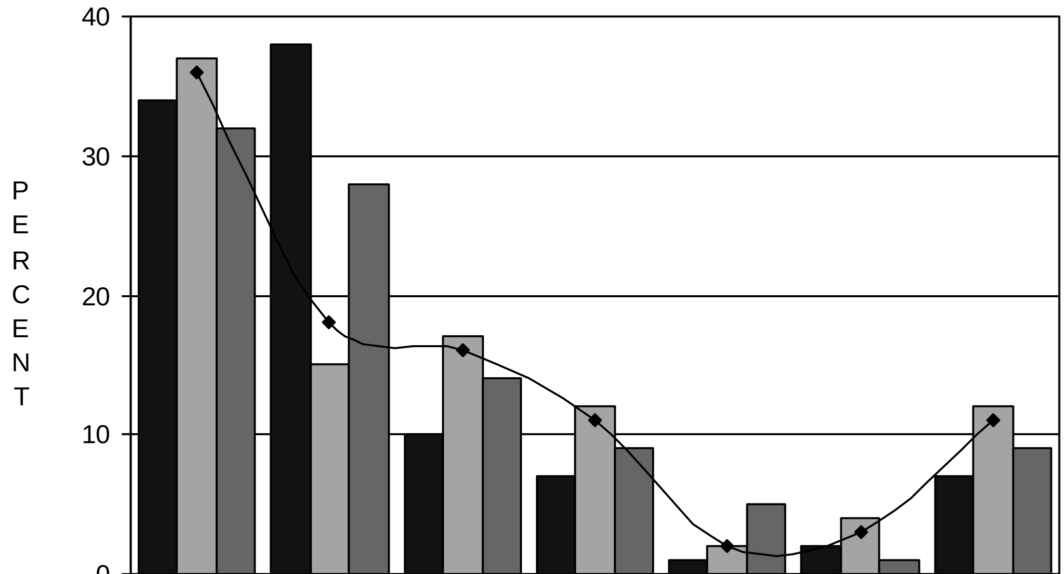
	Hotel*	Motel	RV park	Friends/ relatives
Downtown	78	1	21	0
Strip Corridor	95	5	0	0
Other	75	1	0	22
TOTAL	90	4	1	4

(Base Sizes: Downtown=229, Strip Corridor=2711, Other=656, TOTAL=3597)

Strip Corridor lodgers (95%) were more likely to have stayed in a hotel* than Downtown lodgers (78%) or visitors lodging elsewhere (75%). Strip Corridor lodgers were also more likely to stay at a motel (5% vs. 1% each). Downtown lodgers were the most likely to say they stayed at an RV Park (21% vs. less than 1% each of the others).

* Includes respondents who stayed in a time share.

FIGURE 35
How Booked Accommodations In Las Vegas
(Among Those Visitors Who Stayed In A Hotel/Motel/RV Park)

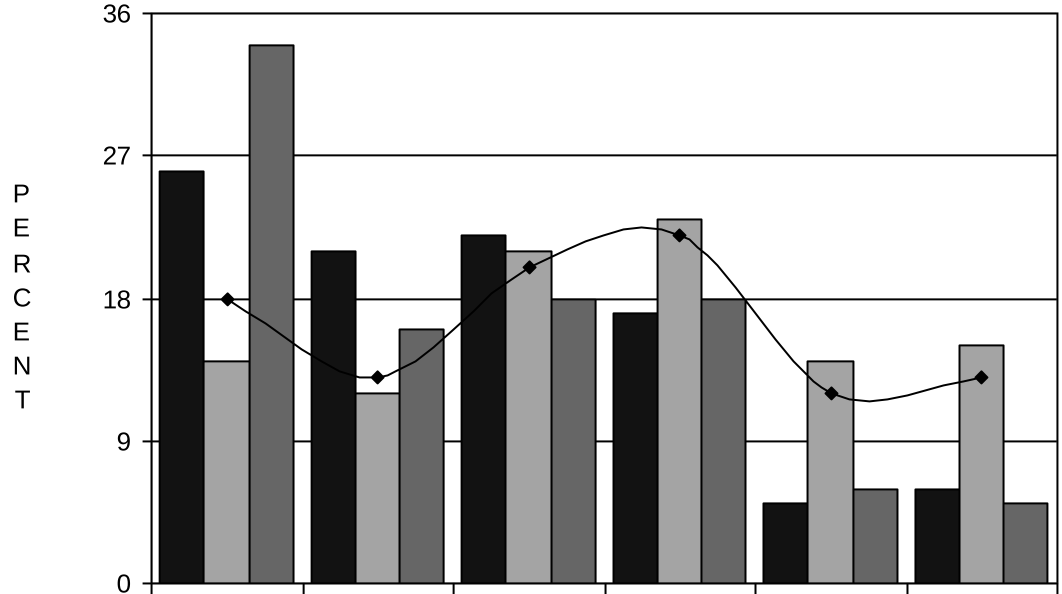


	Third Party website	Called property directly	Hotel website	Booked through a travel agent	Booked in person at property	By phone, third party	Booked by someone else
Downtown	34	38	10	7	1	2	7
Strip Corridor	37	15	17	12	2	4	12
Other	32	28	14	9	5	1	9
TOTAL	36	18	16	11	2	3	11

(Base Sizes: Downtown=229, Strip Corridor=2688, Other=488, TOTAL=3405)

Visitors who stayed at a hotel, motel, or in an RV park were asked how they, or someone in their party, booked their accommodations in Las Vegas for their most recent trip. Those visitors lodging Downtown (38%) were more likely than other non-Strip lodgers (28%) to say they called the property directly, while Strip Corridor lodgers (15%) were the least likely to give this response. Strip Corridor lodgers (37%) were more likely than other non-Downtown lodgers (32%) to say they booked their accommodations through a third party website. Strip Corridor lodgers (12%) were more likely than Downtown (7%) and other lodgers (9%) to say they booked their accommodations through a travel agent. Strip Corridor lodgers were also more likely than other-non Downtown lodgers to have booked their accommodations by phone through a third party (4% vs. 1%), and more likely than Downtown lodgers to have booked using a hotel website (17% vs. 10%).

FIGURE 36
Advance Booking Of Accommodations
(Among Those Visitors Who Stayed In A Hotel/Motel/RV Park)

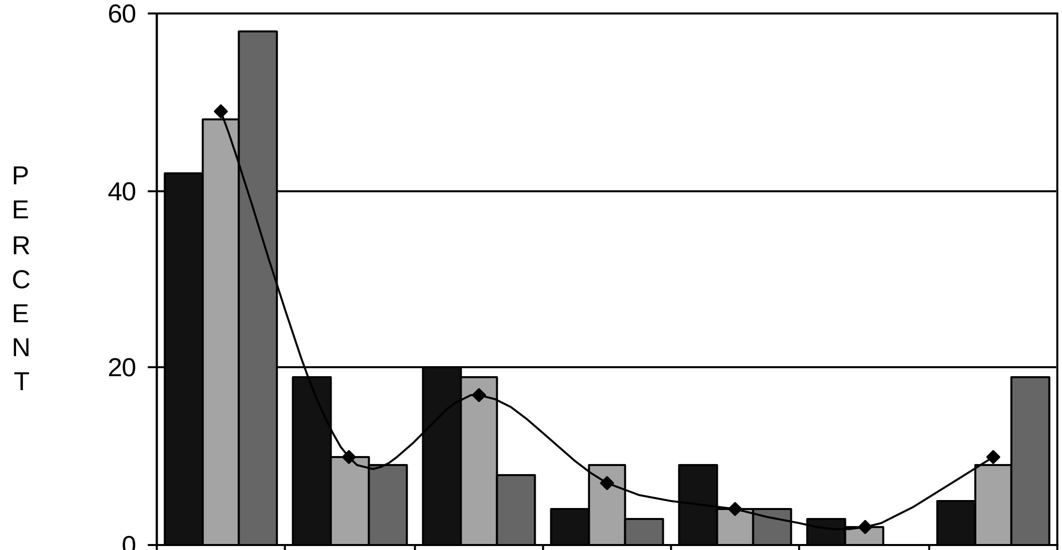


	Less than 1 week	7-14 days	15-30 days	31-60 days	61-90 days	More than 90 days
Downtown	26	21	22	17	5	6
Strip Corridor	14	12	21	23	14	15
Other	34	16	18	18	6	5
TOTAL	18	13	20	22	12	13

(Base Sizes: Downtown=229, Strip Corridor=2688, Other=488, TOTAL=3405)

Among those visitors staying in a hotel, motel, or RV park, just over one-half (51%) booked their accommodations one month or less in advance. Strip Corridor lodgers (14%) were less likely than Downtown lodgers (26%), who in turn were less likely than other lodgers (34%) to have booked their accommodations less than a week in advance. Downtown lodgers (43%) were more likely than Strip Corridor (33%) or other lodgers (34%) to have booked their accommodations between a week and a month in advance. Strip Corridor lodgers (52%) were more likely than Downtown (28%) and other lodgers (29%) to have booked their accommodations more than one month in advance.

FIGURE 37
Type Of Room Rates
(Among Those Visitors Staying In A Hotel Or Motel)

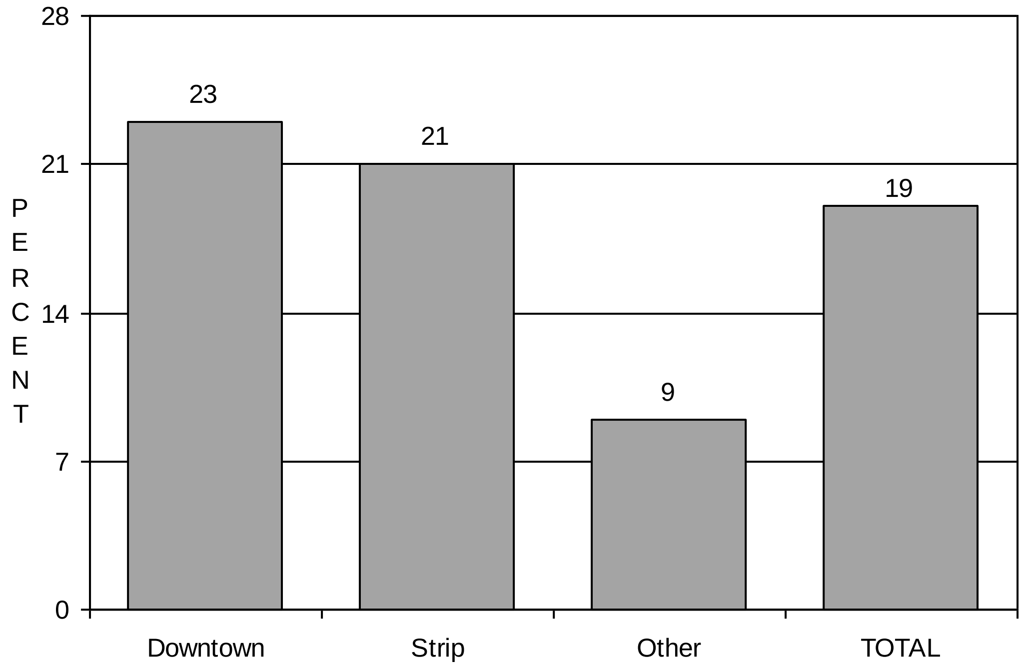


	Regular	Casino compli-mentary	Package	Conven-tion	Casino rate	Tour group	Another special rate
Downtown	42	19	20	4	9	3	5
Strip Corridor	48	10	19	9	4	2	9
Other	58	9	8	3	4	0	19
TOTAL	49	10	17	7	4	2	10

(Base Sizes: Downtown=181, Strip Corridor=2687, Other=487, TOTAL=3355)

Looking at the type of room rates paid by hotel/motel lodgers, Downtown lodgers were more likely to receive a casino complimentary rate (19% vs.10% of Strip Corridor and 9% of other lodgers) or a casino rate (9% vs. 4% each). Downtown (20%) and Strip Corridor lodgers (19%) were more likely to have paid a package rate than those lodging elsewhere (8%), and were also more likely to have paid a tour group rate (3% and 2% vs. less than 1%). Strip Corridor lodgers were the most likely to pay a convention rate (9% vs. 4% for Downtown and 3% for other lodgers). Visitors who lodged somewhere other than Downtown or in the Strip Corridor were the most likely to pay a regular room rate (58%) or some other special room rate (19%).

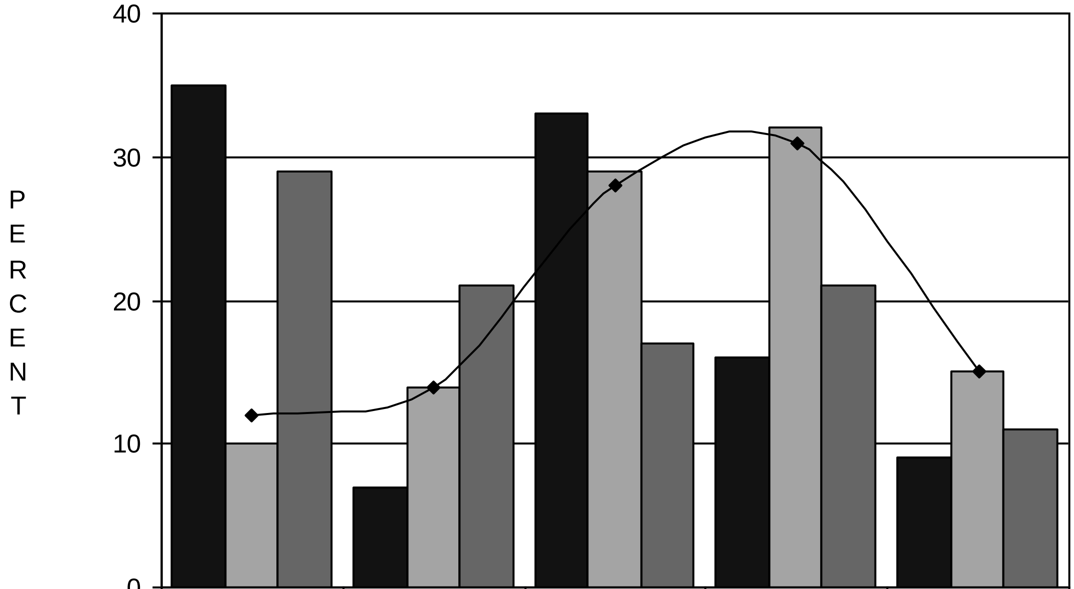
FIGURE 38
Package Purchasers
(Among Those Visitors Staying In A Hotel Or Motel)



(Base Sizes: Downtown=181, Strip Corridor=2687, Other=487, TOTAL=3355)

Both Downtown (23%) and Strip Corridor (21%) lodgers were more likely than visitors lodging elsewhere (9%) to be visiting Las Vegas as part of a tour group or package deal.

FIGURE 39
Cost Of Package Per Person
(Among Those Visitors Who Bought A Package)



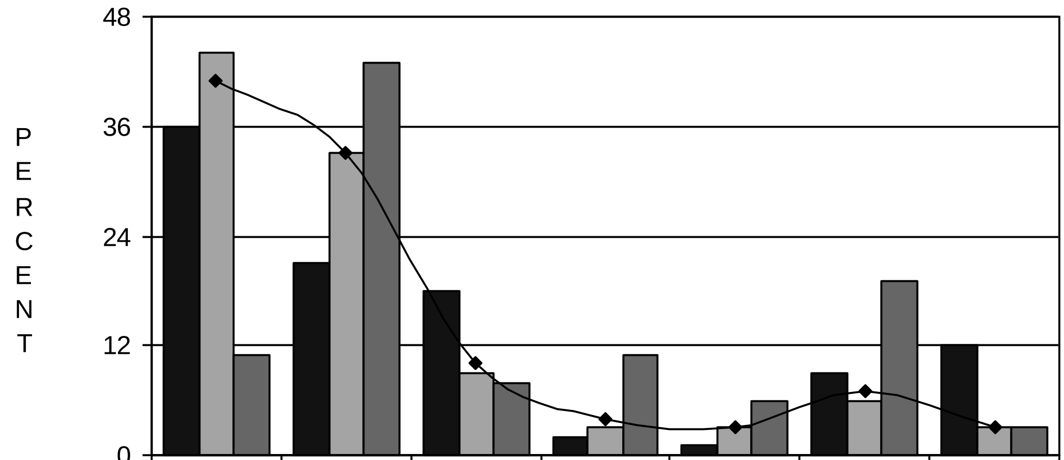
	$1-$399	$400-$599	$600-$999	$1,000 or more	No answer
Downtown	35	7	33	16	9
Strip Corridor	10	14	29	32	15
Other	29	21	17	21	11
TOTAL	12	14	28	31	15

(Base Sizes: Downtown=42*, Strip Corridor=564, Other=41*, TOTAL=647)
(Mean: Downtown=$750.70, Strip Corridor=$954.82, Other=$655.40, TOTAL=$921.04)

We asked those visitors who purchased either a hotel or a tour/travel group package how much their package cost per person. On average, Strip Corridor lodgers (average package cost of $954.82) paid more for their package than Downtown ($750.70) and other lodgers ($655.40).

* Note the very small base size for Downtown and Other lodgers.

FIGURE 40
Where First Heard About The Package
(Among Those Visitors Who Bought A Package)



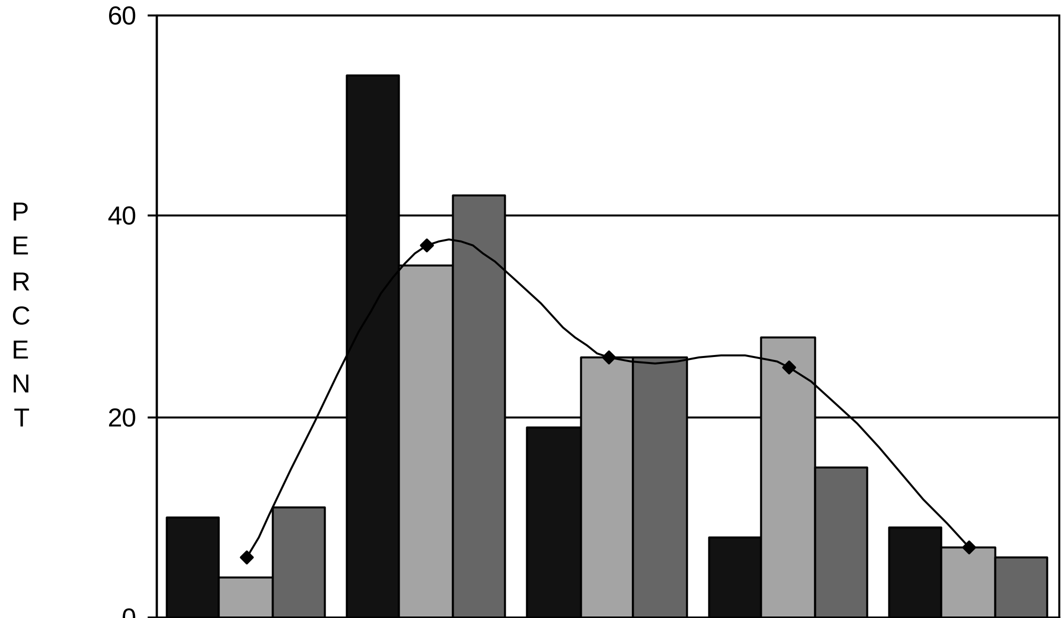
	Any website	Travel agent	Word of mouth	Search engine/hy-perlink	Internet ad	Other	No Answer
Downtown	36	21	18	2	1	9	12
Strip Corridor	44	33	9	3	3	6	3
Other	11	43	8	11	6	19	3
TOTAL	41	33	10	4	3	7	3

(Base Sizes: Downtown=42*, Strip Corridor=564, Other=41*, TOTAL=647)

Package purchasers were asked where they first heard about the package they bought. Strip Corridor (44%) and Downtown lodgers (36%) were more likely than other lodgers (11%) to say it was through a website. Those visitors who lodged elsewhere than the Strip Corridor and Downtown were more likely than Downtown lodgers to say they heard about their package through a travel agent (43% vs. 21%)[*].

[*] Note the very small base size for Downtown and Other lodgers.

FIGURE 41
Lodging Expenditures — Average Per Night
(Among Those Visitors Staying In A Hotel Or Motel/Non-Package And Non-Comp)

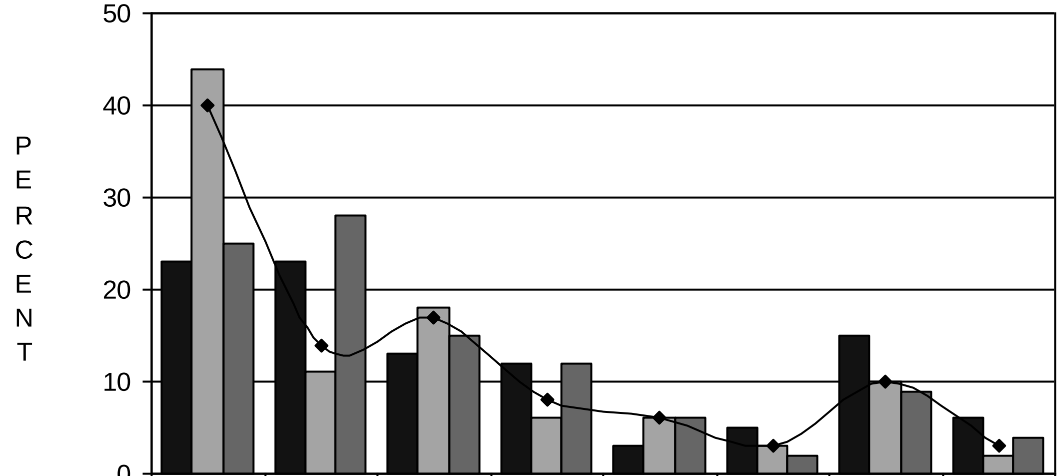


	$1-$49	$50-$99	$100-$149	$150 or More	Not sure
Downtown	10	54	19	8	9
Strip Corridor	4	35	26	28	7
Other	11	42	26	15	6
TOTAL	6	37	26	25	7

(Base Sizes: Downtown=106, Strip Corridor=1862, Other=403, TOTAL=2370)
(Means: Downtown=$86.53, Strip Corridor=$121.96, Other=$97.05, TOTAL=$116.15)

We looked at lodging expenditures among visitors whose room was not part of a travel package and who were not comped for their stay. On average, Strip Corridor lodgers (mean of $121.96) paid more for their room than other non-Downtown lodgers ($97.06), who in turn paid more than Downtown lodgers ($86.53). Over one-quarter (27%) of Strip Corridor lodgers paid more than $150 for their room, compared to a lower 15% of other non-Downtown lodgers, while Downtown lodgers (8%) were the least likely to pay $150 or more for their room.

FIGURE 42
How First Found Out About Room Rate
(Among Those Visitors Staying In A Hotel Or Motel/Non-Package)

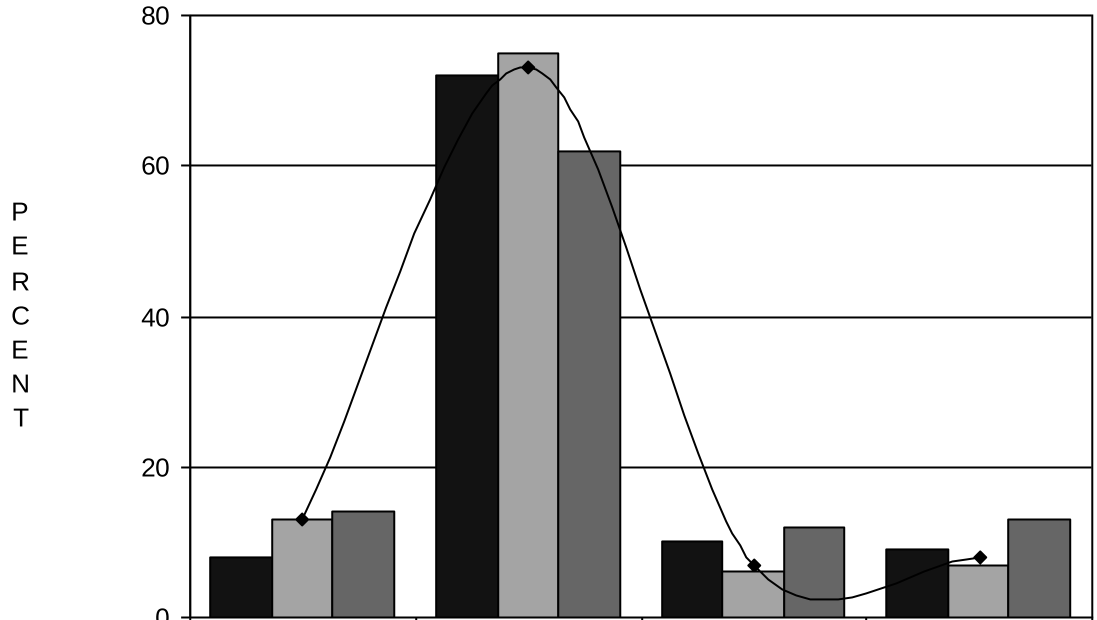


	Any website	Reser-vation agent	Word of mouth	Internet ad	Travel agent	Direct mail	Other	Not Sure
Downtown	23	23	13	12	3	5	15	6
Strip Corridor	44	11	18	6	6	3	10	2
Other	25	28	15	12	6	2	9	4
TOTAL	40	14	17	8	6	3	10	3

(Base Sizes: Downtown=106, Strip Corridor=1862, Other=403, TOTAL=2370)

Visitors were asked how they first found out about the room rate they paid. Strip Corridor lodgers (44%) were more likely than Downtown (23%) and other lodgers (25%) to say they first heard about their room rate through a website. Downtown (23%) and other non-Strip Corridor lodgers (28%) were more likely than Strip Corridor lodgers (11%) to say they heard about their rate through a reservation agent. Visitors who lodged somewhere other than Downtown or the Strip Corridor (12%) were more likely to say they first found their room rate through an Internet ad than Strip Corridor (6%) lodgers.

FIGURE 43
Number Of Room Occupants
(Among Those Visitors Staying In A Hotel Or Motel)

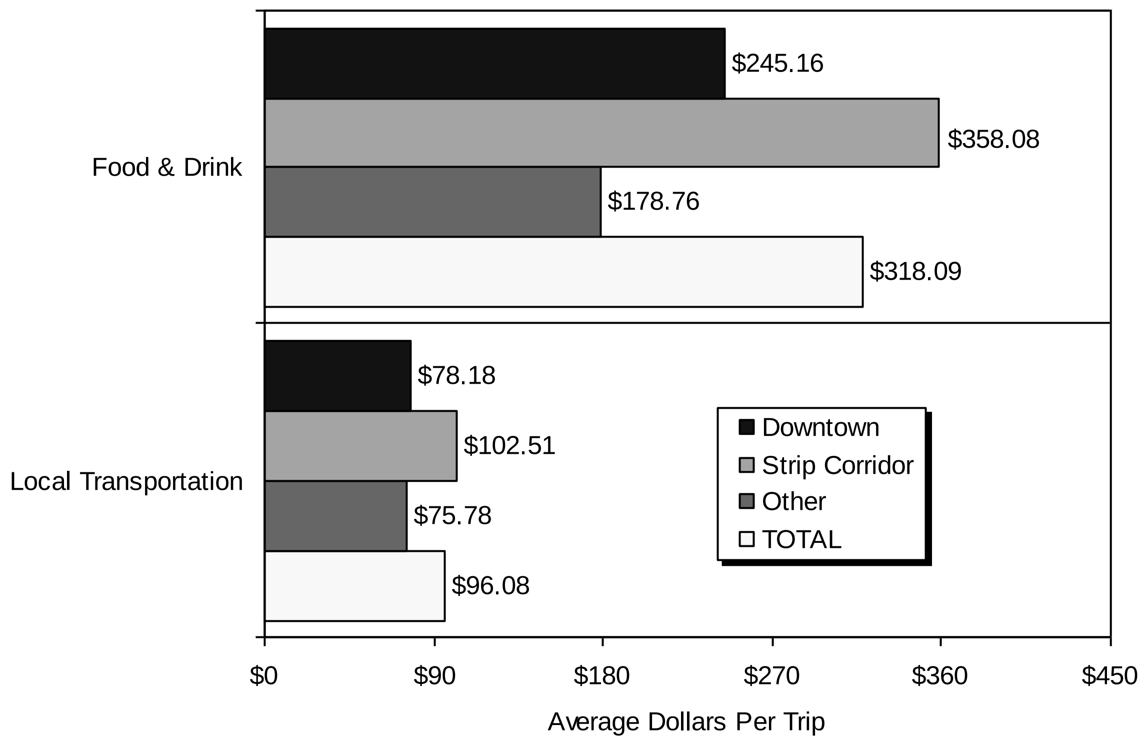


	One	Two	Three	Four or more
Downtown	8	72	10	9
Strip Corridor	13	75	6	7
Other	14	62	12	13
TOTAL	13	73	7	8

(Base Sizes: Downtown=181, Strip Corridor=2711, Other=512, TOTAL=3404)
(Means: Downtown=2.2, Strip Corridor=2.1, Other=2.3, TOTAL=2.1)

The majority (73%) of visitors who stayed in a hotel or motel room said two people stayed in their room. Downtown (72%) and Strip Corridor lodgers (75%) were more likely than those who lodged elsewhere (62%), to say they had two room occupants. Downtown (average of 2.2 room occupants) and other non-Strip Corridor lodgers ((average of 2.3) had more people staying in their room than Strip Corridor lodgers (average of 2.1).

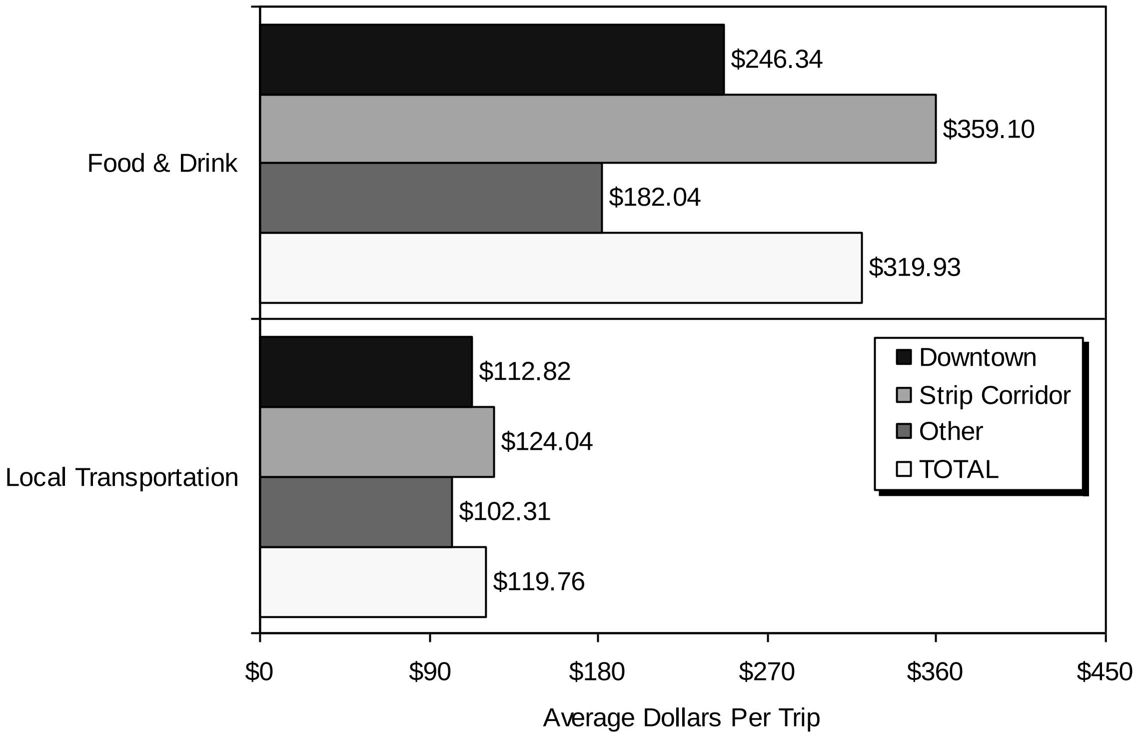
FIGURE 44
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Including Visitors Who Spent Nothing In That Category)



On average, Strip Corridor lodgers (mean of $358.08) spent more than Downtown lodgers ($245.16), who in turn spent more than other lodgers ($178.76) on food and drink.

Strip Corridor lodgers ($102.51) spent more on local transportation than Downtown ($78.18) and other lodgers ($75.78).

FIGURE 45
Average Trip Expenditures On Food & Drink —
And On Local Transportation
(Among Those Visitors Who Spent Money In That Category)

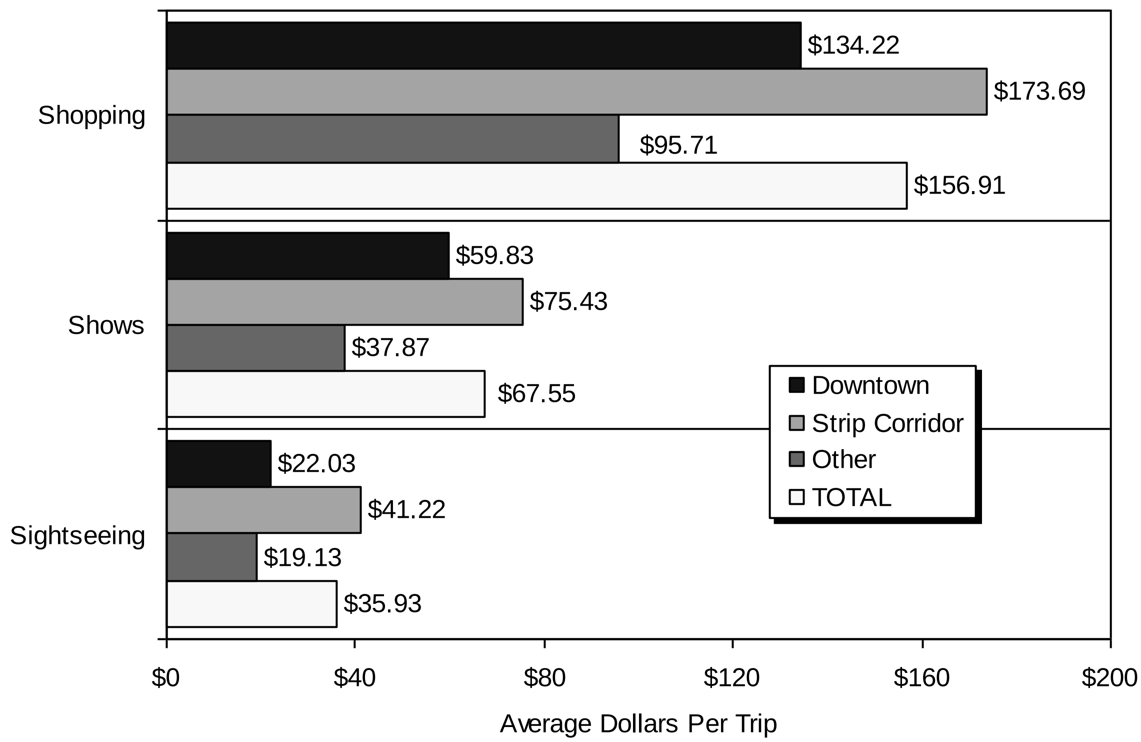


(Base Sizes, Food & Drink: Downtown=228, Strip Corridor=2704, Other=648, TOTAL=3579)
(Base Sizes, Local Transportation: Downtown=159, Strip Corridor=2248, Other=492, TOTAL=2899)

Among those visitors who actually spent money, Strip Corridor lodgers (mean of $359.10) spent more for food and drink than Downtown lodgers ($246.34), who in turn spent more than those who lodged elsewhere ($182.04).

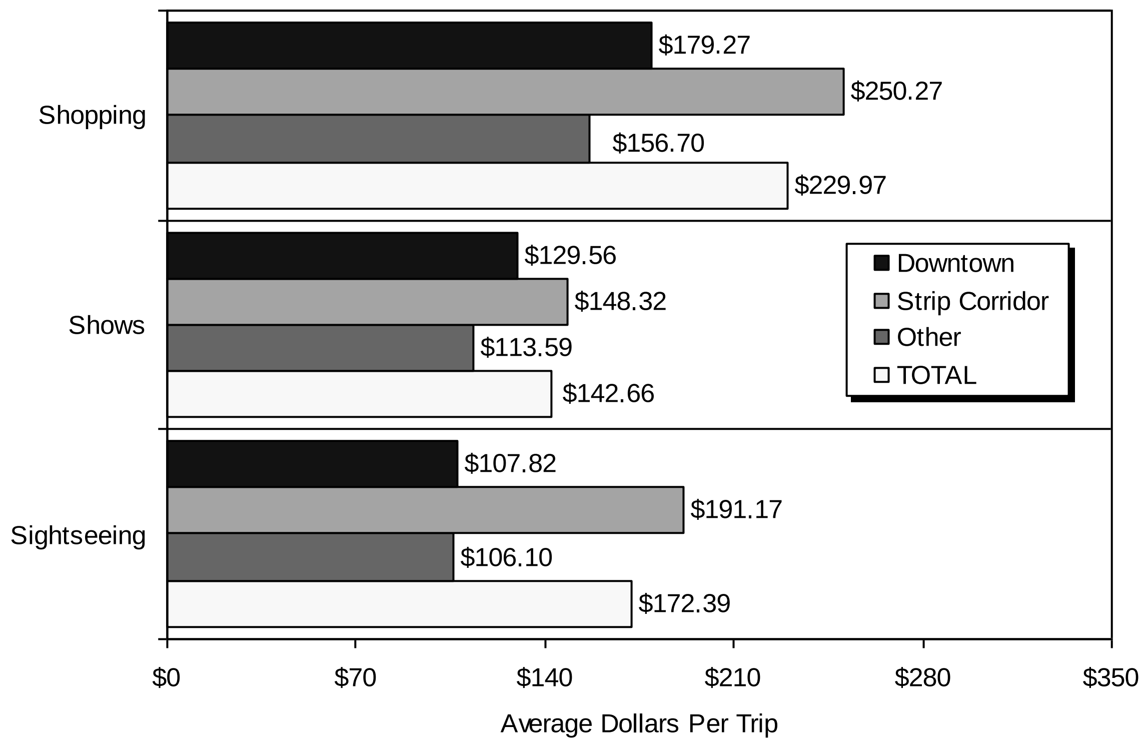
Among those visitors who spent money on local transportation, the average among all visitors was $119.76. Strip Corridor lodgers ($124.04) spent more than other non-Downtown lodgers ($102.31) on local transportation.

FIGURE 46
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Including Visitors Who Spent Nothing In That Category)



Strip Corridor lodgers (mean of $173.69) and Downtown lodgers ($134.22) spent more on shopping than other lodgers ($95.71). Strip Corridor ($75.41) and Downtown lodgers ($59.83) spent more on shows than those who lodged elsewhere ($37.87). Strip Corridor lodgers spent more on sightseeing ($41.22) than Downtown ($22.03) and other lodgers ($19.13).

FIGURE 47
Average Trip Expenditures On
Shopping, Shows, And Sightseeing
(Among Those Visitors Who Spent Money In That Category)



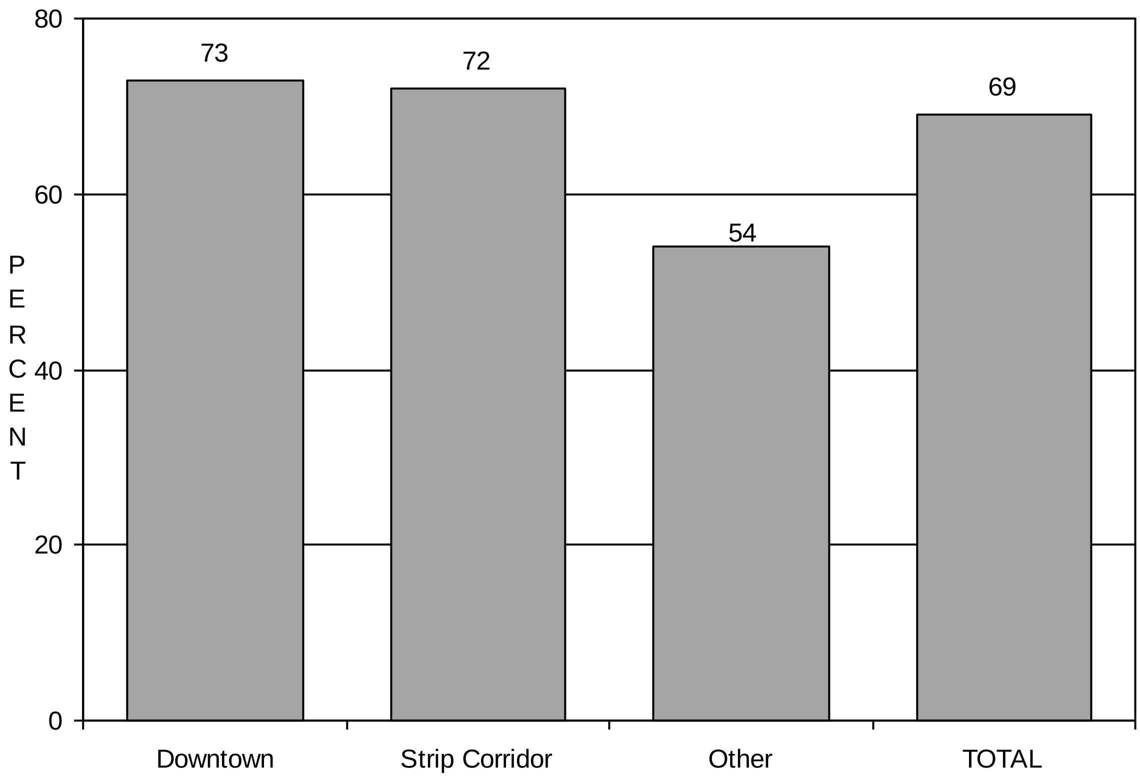
(Base Sizes, Shopping: Downtown=172, Strip Corridor=1894, Other=407, TOTAL=2473)
(Base Sizes, Shows: Downtown=106, Strip Corridor=1411, Other=230, TOTAL=1748)
(Base Sizes, Sightseeing: Downtown=48*, Strip Corridor=644, Other=134, TOTAL=825)

Among visitors who spent money in these categories, Strip Corridor lodgers (mean of $250.27) spent more on shopping than Downtown ($179.27) and other lodgers ($156.70). Strip Corridor lodgers spent more on shows ($148.32) than other non-Downtown lodgers ($113.59). Strip Corridor lodgers ($191.17) spent more on sightseeing than Downtown ($107.82) and other lodgers ($106.10)*.

* Note the very small base size for Downtown lodgers for sightseeing.

GAMING BEHAVIOR AND BUDGETS

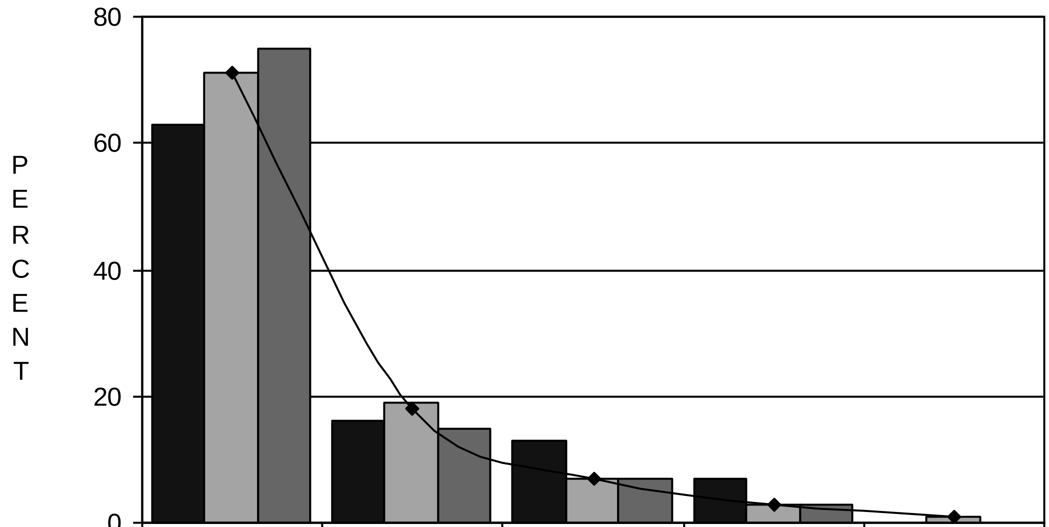
FIGURE 48
Whether Gambled While In Las Vegas*



*Only “yes” responses are reported in this figure.

Sixty-nine percent (69%) of visitors said they gambled on their most recent visit to Las Vegas. Downtown (73%) and Strip Corridor lodgers (72%) were more likely to have gambled than those who lodged elsewhere (54%).

FIGURE 49
Hours Of Gambling — Average Per Day
(Among Those Visitors Who Gambled)

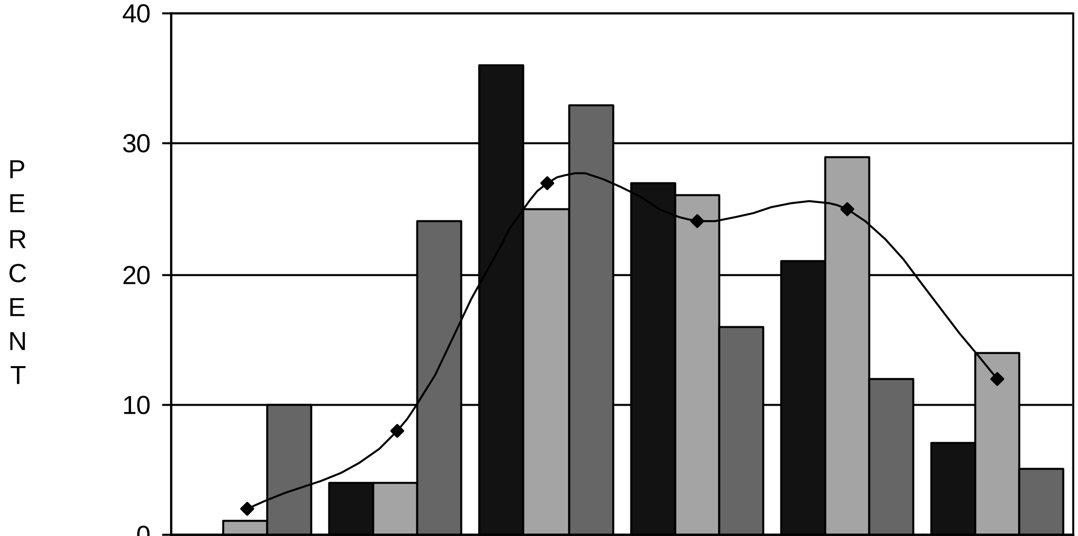


	2 hours or less	3-4 hours	5-6 hours	7-8 hours	More than 8 hours
Downtown	63	16	13	7	0
Strip Corridor	71	19	7	3	1
Other	75	15	7	3	0
TOTAL	71	18	7	3	1

(Base Sizes: Downtown=168, Strip Corridor=1960, Other=355, TOTAL=2483)
(Means: Downtown=2.5, Strip Corridor=1.9, Other=1.7, TOTAL=1.9)

Among those visitors who said they gambled on their current trip to Las Vegas, Downtown lodgers averaged more hours per day gambling (2.5 hours) than both Strip Corridor (1.9 hours) and other lodgers (1.7 hours).

FIGURE 50
Number Of Casinos Visited

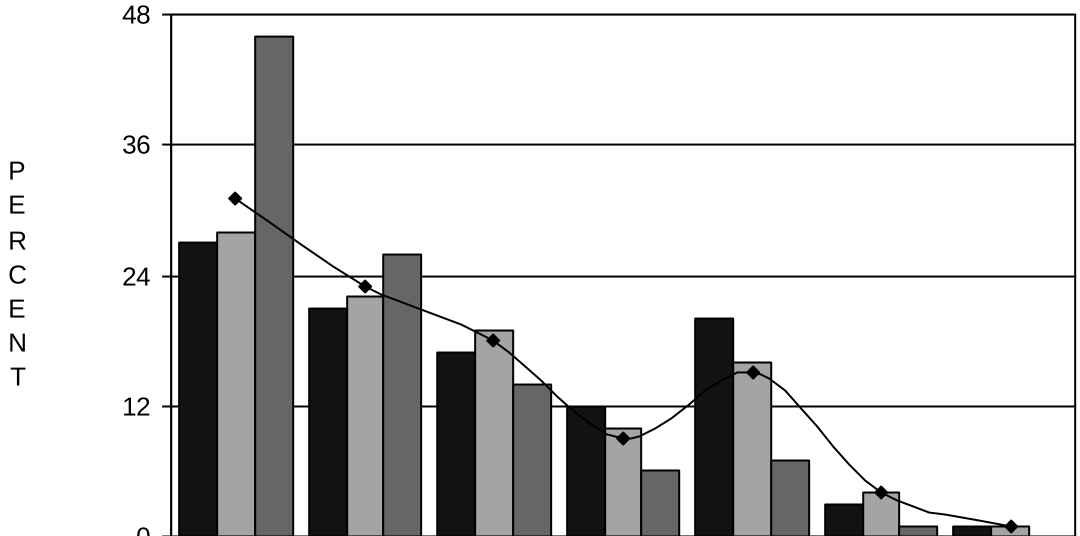


	None	One	Two to four	Five to six	Seven to 10	More than 10
Downtown	0	4	36	27	21	7
Strip Corridor	1	4	25	26	29	14
Other	10	24	33	16	12	5
TOTAL	2	8	27	24	25	12

(Means: Downtown=5.9, Strip Corridor=7.0, Other=3.9, TOTAL=6.3)

All visitors were asked how many casinos they had visited on their current trip to Las Vegas. Strip Corridor lodgers (7.0) visited more casinos than Downtown lodgers (5.9), who in turn visited more casinos than those who lodged elsewhere (3.9).

FIGURE 51
Number Of Casinos Where Gambled

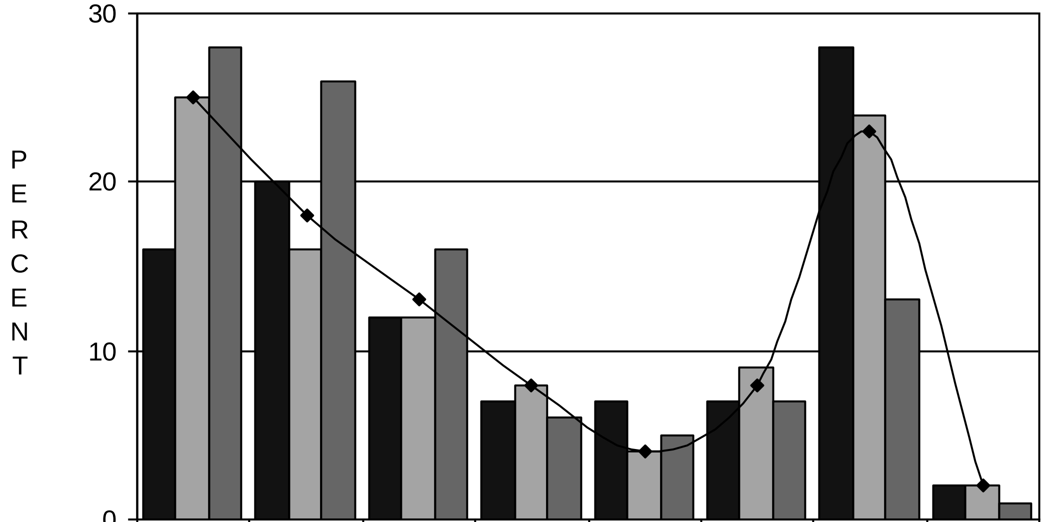


	None	One	Two	Three	Four to six	Seven to 10	More than 10
Downtown	27	21	17	12	20	3	1
Strip Corridor	28	22	19	10	16	4	1
Other	46	26	14	6	7	1	0
TOTAL	31	23	18	9	15	4	1

(Means: Downtown=2.1, Strip Corridor=2.2, Other=1.1, TOTAL=2.0)

All visitors were asked in how many casinos they had gambled on their current trip to Las Vegas. Downtown (2.1) and Strip Corridor lodgers (2.2) gambled in more casinos than other lodgers (1.1).

FIGURE 52
Trip Gambling Budget
(Among Those Visitors Who Gambled)

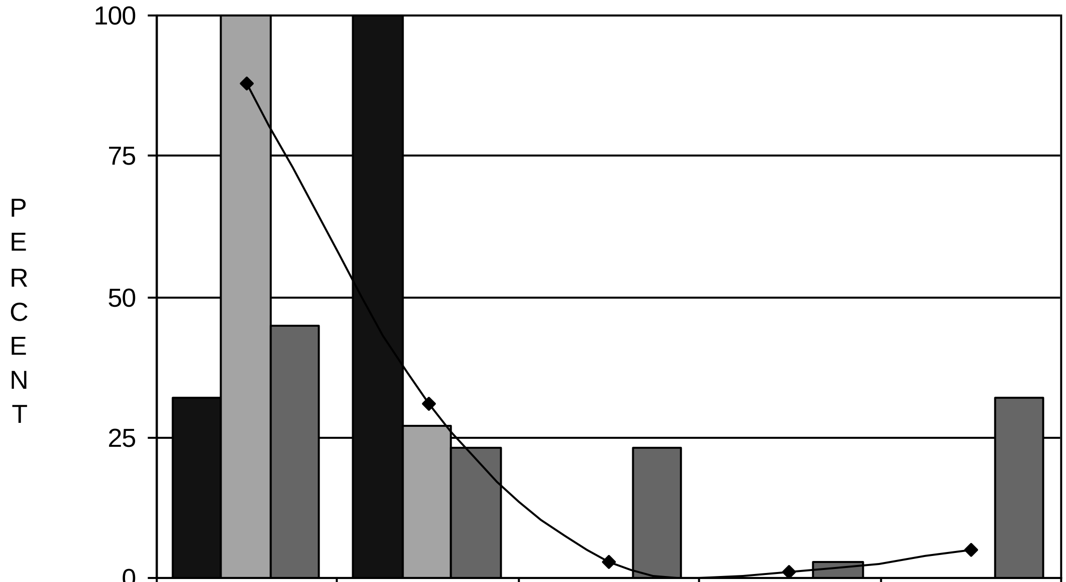


	$0-$99	$100-$199	$200-$299	$300-$399	$400-$499	$500-$599	$600 or more	Not sure
Downtown	16	20	12	7	7	7	28	2
Strip Corridor	25	16	12	8	4	9	24	2
Other	28	26	16	6	5	7	13	1
TOTAL	25	18	13	8	4	8	23	2

(Base Sizes: Downtown=168, Strip Corridor=1960, Other=355, TOTAL=2483)
(Means: Downtown=$619.88, Strip Corridor=$659.50, Other=$398.13 TOTAL=$619.01)

The average gambling budget among those visitors who gambled was $619.01. Downtown lodgers ($619.88) and Strip Corridor lodgers ($659.50) budgeted more for gambling than those who lodged elsewhere ($398.13).

FIGURE 53
Where Visitors Gambled*
(Among Those Visitors Who Gambled)



	Strip Corridor	Downtown	Boulder Strip	North Las Vegas	Outlying areas
Downtown	32	100	0	0	0
Strip Corridor	100	27	0	0	0
Other	45	23	23	3	32
TOTAL	88	31	3	1	5

(Base Sizes: Downtown=162, Strip Corridor=2091, Other=377, TOTAL=2630)

As would be expected, nearly all Downtown lodgers who gambled said they did so Downtown (99.8%) and nearly all Strip Corridor lodgers who gambled said they did so in the Strip Corridor (99.6%). Visitors who stayed in other areas were more likely to have gambled on the Boulder Strip (23%), North Las Vegas (3%) or other areas (32%).

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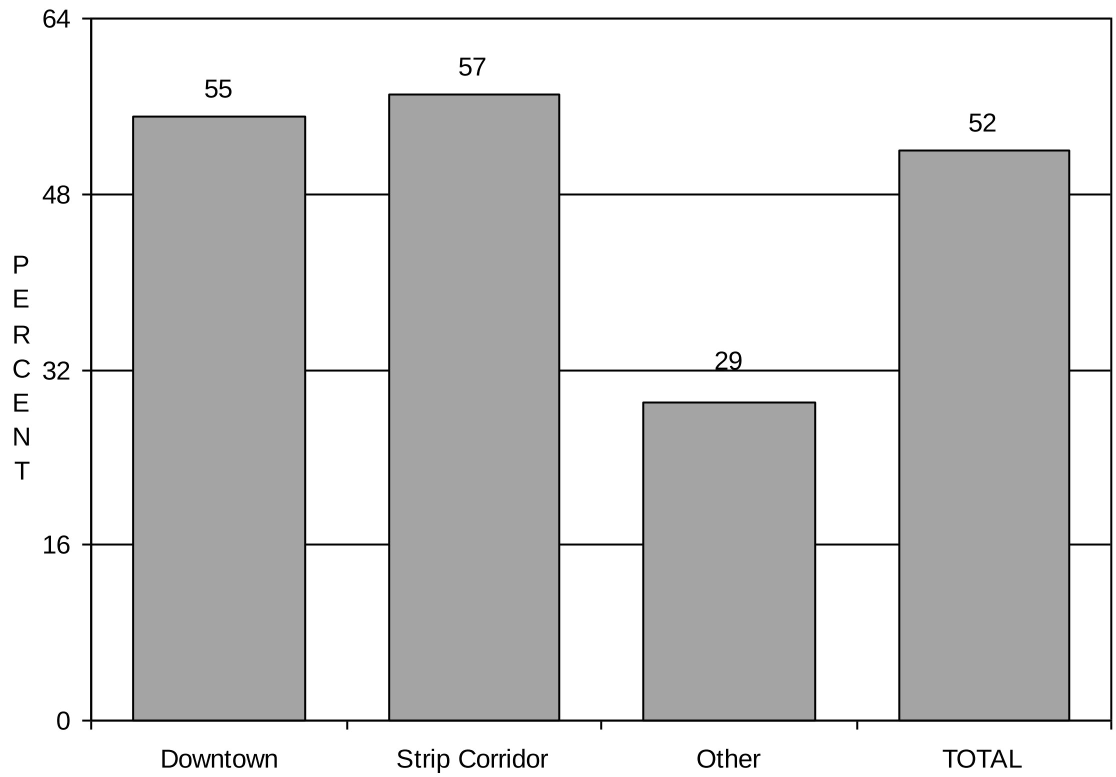
* Multiple responses were permitted.

These responses are from 2015. This question is asked every other year and was not asked in 2016.

ENTERTAINMENT

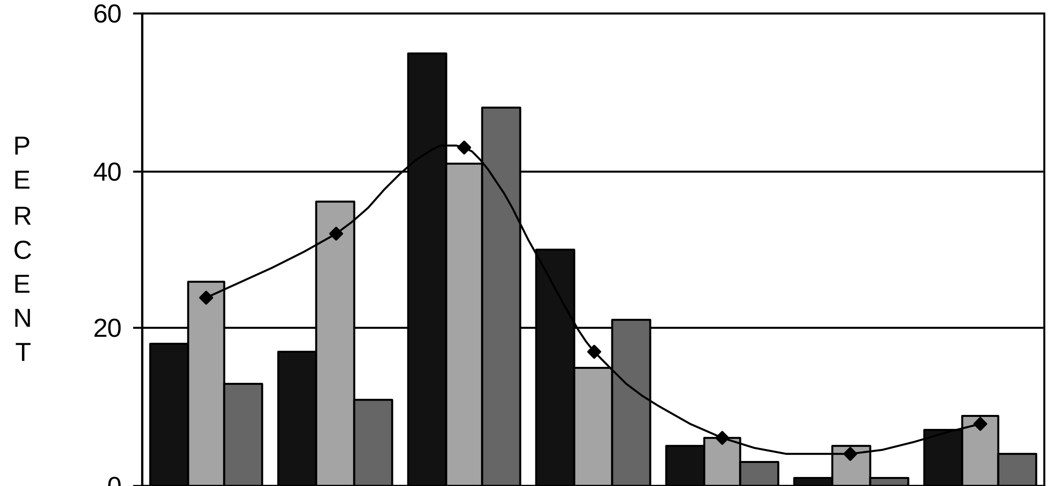
FIGURE 54
Entertainment Attendance



*Only “yes” responses are reported in this figure.

Just over one-half of visitors (52%) attended shows during their most recent stay in Las Vegas. Strip Corridor (57%) and Downtown lodgers (55%) were more likely to have attended a show than those who lodged elsewhere (29%).

FIGURE 55
Types Of Entertainment*
(Among Those Visitors Who Attended Some Form Of Entertainment)

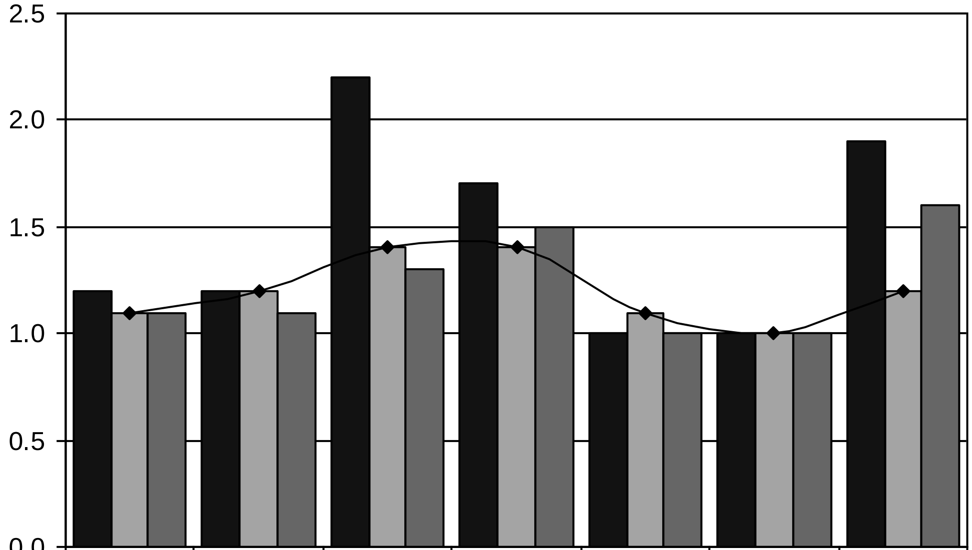


	Head-liners	Produc-tion & Broadway	Lounge acts	Comedy	Imperson-ators/ tribute	Magic	Celebrity DJ
Downtown	18	17	55	30	5	1	7
Strip Corridor	26	36	41	15	6	5	9
Other	13	11	48	21	3	1	4
TOTAL	24	32	43	17	6	4	8

*Multiple responses permitted.
(Base Sizes: Downtown=127, Strip=1548, Other=190, TOTAL=1865)

Among those visitors who saw a show while on their most recent trip to Las Vegas, Downtown lodgers were more likely than Strip Corridor lodgers to say they went to a lounge act (55% vs. 41%) or a comedy show (30% vs. 15%). Strip Corridor lodgers were more likely than Downtown or other lodgers to see a Headliner show (26% vs. 18% and 13%), a Broadway or Production show (36% vs. 17% and 11%), or a magic show (5% vs. 1% each). Strip Corridor lodgers were more likely than other non-Downtown lodgers to have seen an Impersonator or tribute act (6% vs. 3%).

FIGURE 56
Average Number Of Shows Attended*
(Among Those Visitors Who Attended Some Form Of Entertainment)

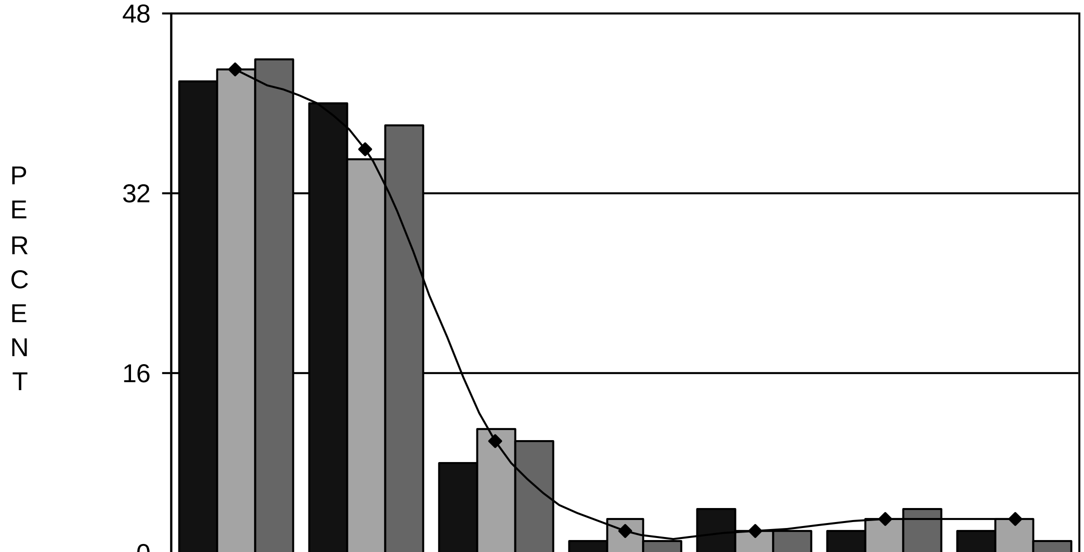


	Head-liners	Produc-tion/Broad way	Lounge acts	Comedy shows	Imperson-ators/ tribute	Magic shows	Celebrity DJ
Downtown	1.2	1.2	2.2	1.7	1.0	1.0	1.9
Strip Corridor	1.1	1.2	1.4	1.4	1.1	1.0	1.2
Other	1.1	1.1	1.3	1.5	1.0	1.0	1.6
TOTAL	1.1	1.2	1.4	1.4	1.1	1.0	1.2

*Multiple responses permitted.
(Base Sizes: Downtown=127, Strip=1548, Other=190, TOTAL=1865)

We looked at the average number of times visitors attended each type of show among those who attended shows of that type. Downtown lodgers saw more lounge acts (average of 2.2) than Strip Corridor (1.4) and other (1.3) lodgers. Downtown lodgers saw more comedy shows than other non-Strip Corridor lodgers (1.7 vs. 1.5). Downtown (1.9) and other non-Strip Corridor lodgers (1.6) saw more celebrity DJ shows than Strip Corridor lodgers (1.2).

FIGURE 57
Main Reason For Not Attending Any Shows
(Among Those Visitors Who Attended No Shows)

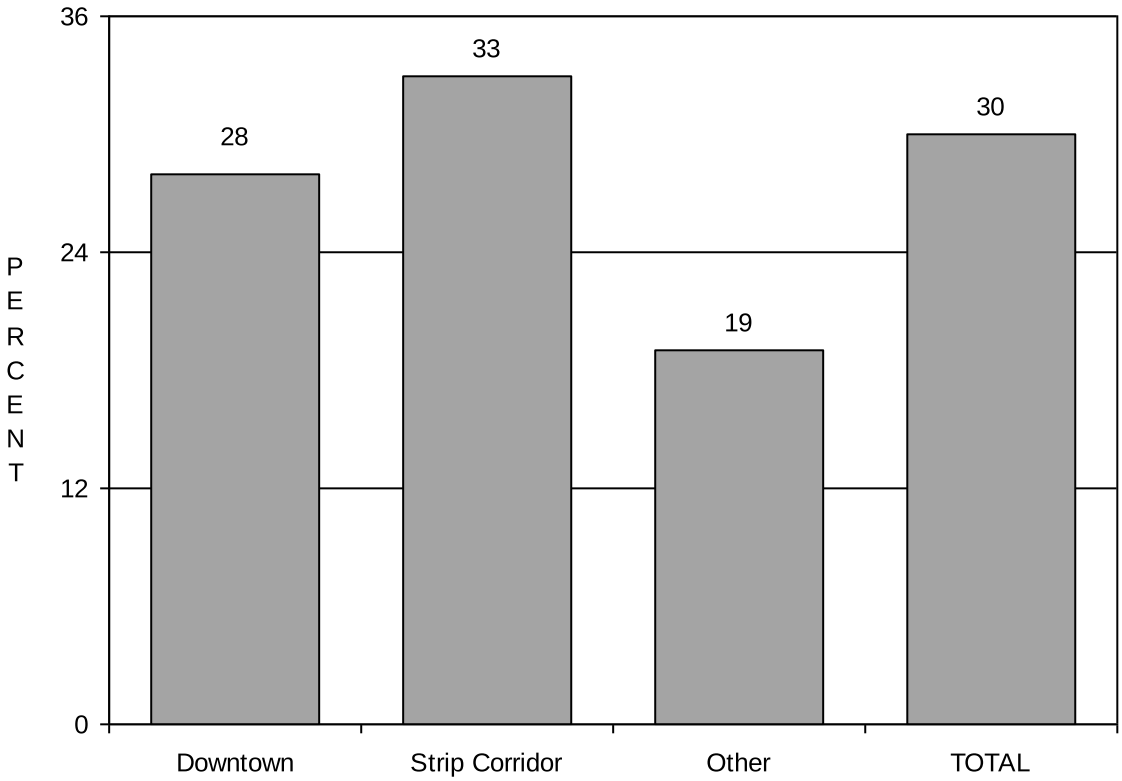


	Too busy/no time	No interest in shows	Too expensive	Came to gamble only	Seen everything	Have kids	Other
Downtown	42	40	8	1	4	2	2
Strip Corridor	43	35	11	3	2	3	3
Other	44	38	10	1	2	4	1
TOTAL	43	36	10	2	2	3	3

(Base Sizes: Downtown=103, Strip Corridor=1164, Other=469, TOTAL=1735)

Visitors who did not attend any shows while on their current trip to Las Vegas were asked why. More than four in ten (43%) said it was because they were too busy to see a show, while 36% said they had no interest in attending shows. Strip Corridor lodgers were more likely than other non-Downtown lodgers to say it was because they came to gamble (3% vs. 1%).

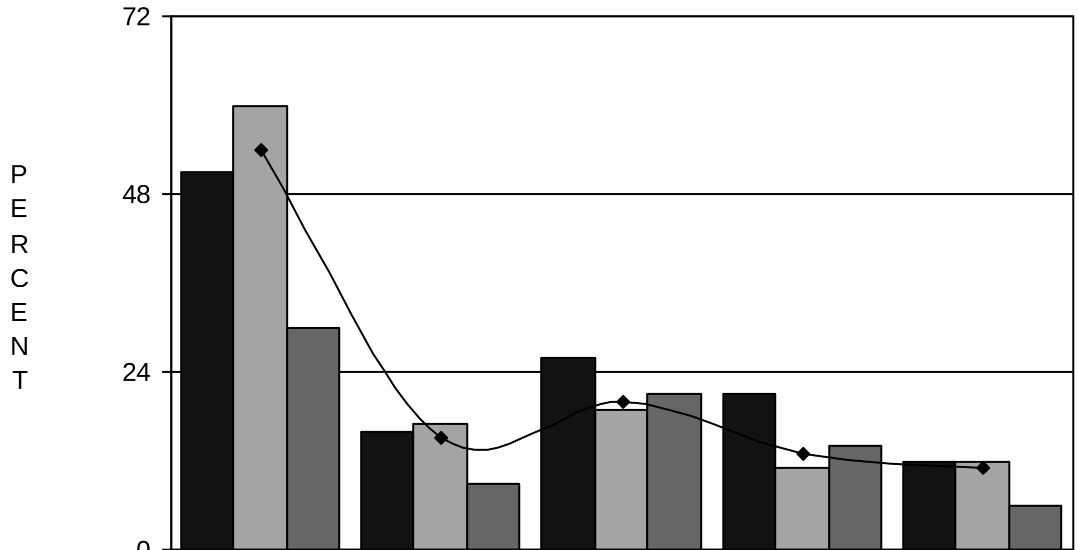
FIGURE 58
Whether Have Been To Other Paid Attractions*



*Only “yes” responses are reported in this figure.

We asked visitors if during their current trip to Las Vegas they had been to other Las Vegas attractions for which they had to pay — such as theme parks or water parks. Strip Corridor (33%) and Downtown lodgers (28%) were more likely to have done so than other lodgers (19%).

FIGURE 59
Whether Has Been To Nightclubs, Bars, And Lounges*

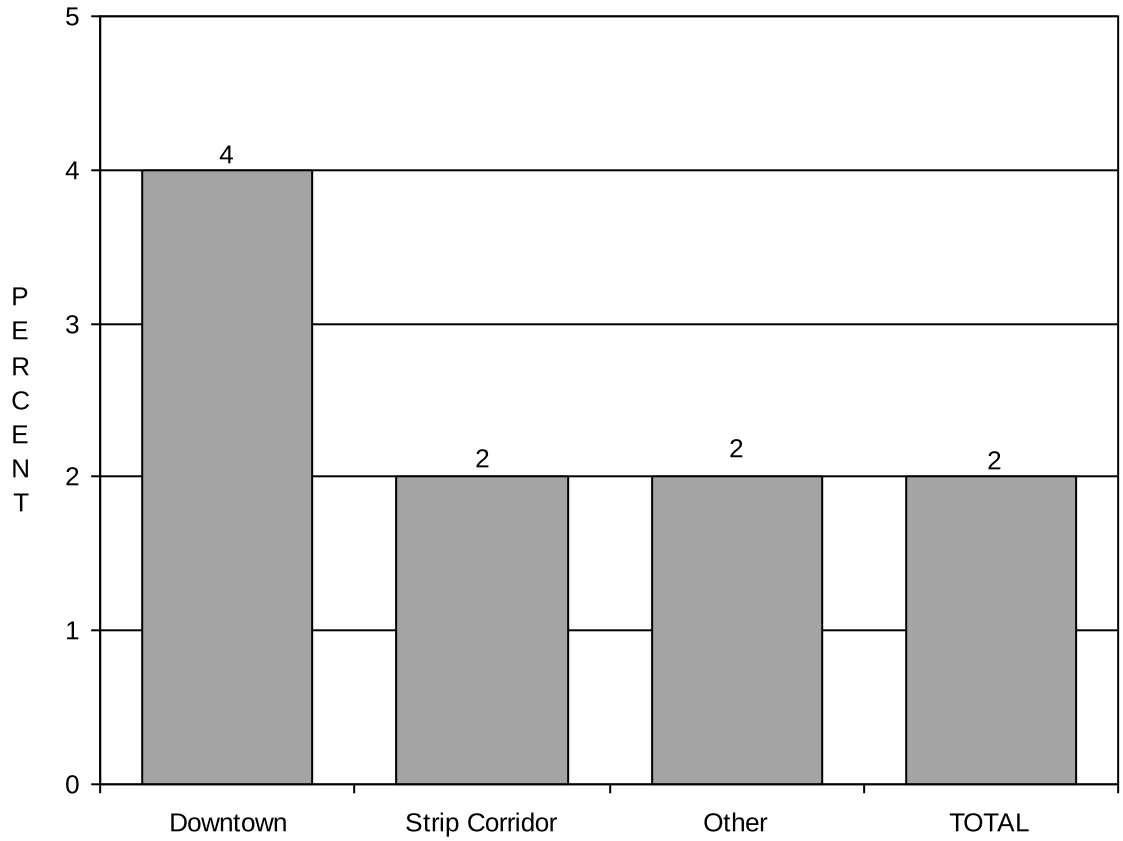


	Hotel bar or lounge, no cover	Hotel nightclub with cover	Free-standing bar or lounge, no cover	Free-standing nightclub with cover	Pool party or day club
Downtown	51	16	26	21	12
Strip Corridor	60	17	19	11	12
Other	30	9	21	14	6
TOTAL	54	15	20	13	11

*Only “yes” responses are reported in this figure.

We asked visitors if they visited nightclubs, bars, lounges, or pool parties or day clubs while on their current visit to Las Vegas. Downtown (16%) and Strip Corridor lodgers (17%) were more likely than those lodging elsewhere (9%) to have been to a hotel bar or lounge with a cover charge or a pool party or day club (12% each vs. 6%). Strip Corridor lodgers (60%) were more likely than Downtown lodgers (51%), who in turn were more likely than other lodgers (30%) to have been to a hotel bar or lounge without a cover charge. Downtown lodgers (26%) were more likely than Strip Corridor lodgers (19%) to have been to a free-standing nightclub without a cover charge. Downtown lodgers (21%) were also the most likely to say they went to a free-standing nightclub that charged a cover fee.

FIGURE 60
Whether Played Golf*



When asked if they had played golf during their current visit to Las Vegas, 2% of all visitors said they had done so. There were no significant differences between the subgroups on this measure.

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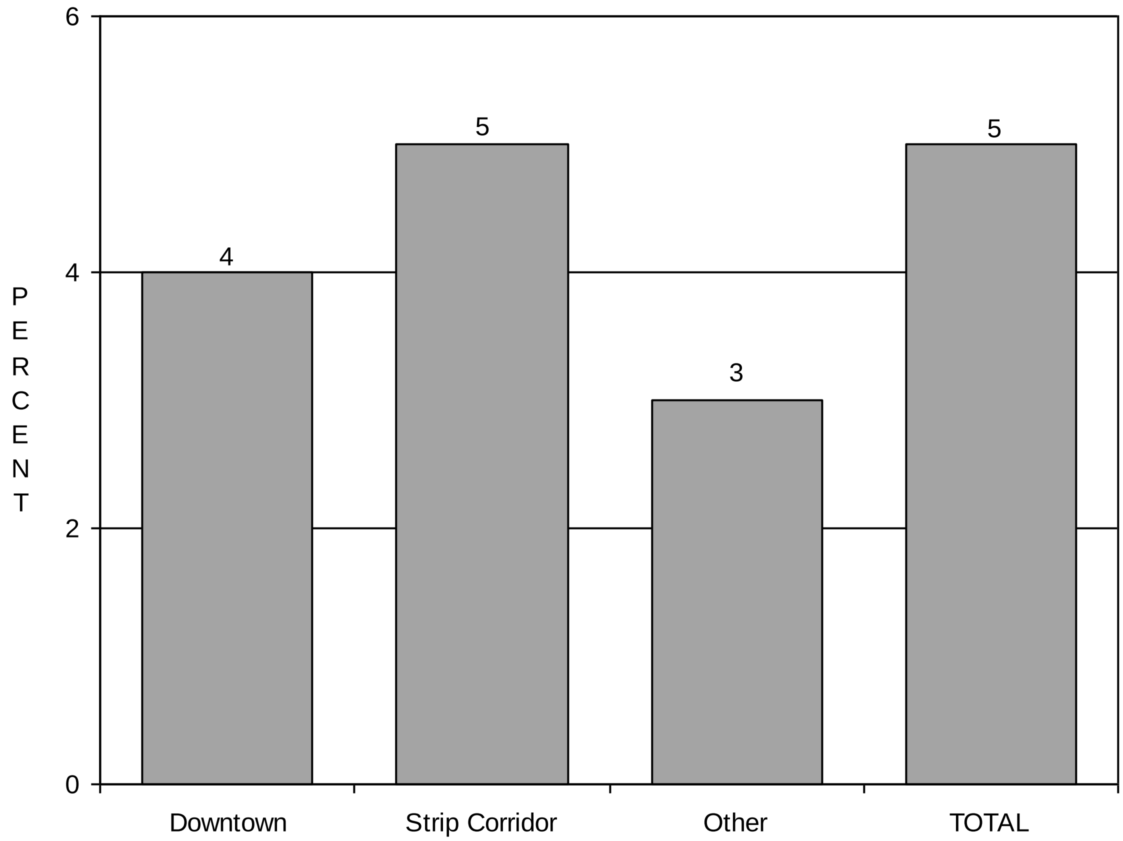
* Only “yes” responses are reported in this figure.

These responses are from 2015. This question is not asked every year and was not asked in 2016.

FIGURE 61
Whether Visited A Spa



*Only “yes” responses are reported in this figure.

When asked if they had visited a spa during their current visit to Las Vegas, 5% of all visitors said they had. There were no significant differences among the subgroups on this measure.

ATTITUDINAL INFORMATION

Eighty-nine percent (89%) of visitors said they were “very satisfied” with their latest visit to Las Vegas. Strip Corridor lodgers (87%) were less likely than other non-Downtown lodgers (93%) to say they were “very satisfied” with their trip, and were more likely than other non-Downtown lodgers to say they were “somewhat satisfied (11% vs. 7%).

FIGURE 62
Satisfaction With Visit*

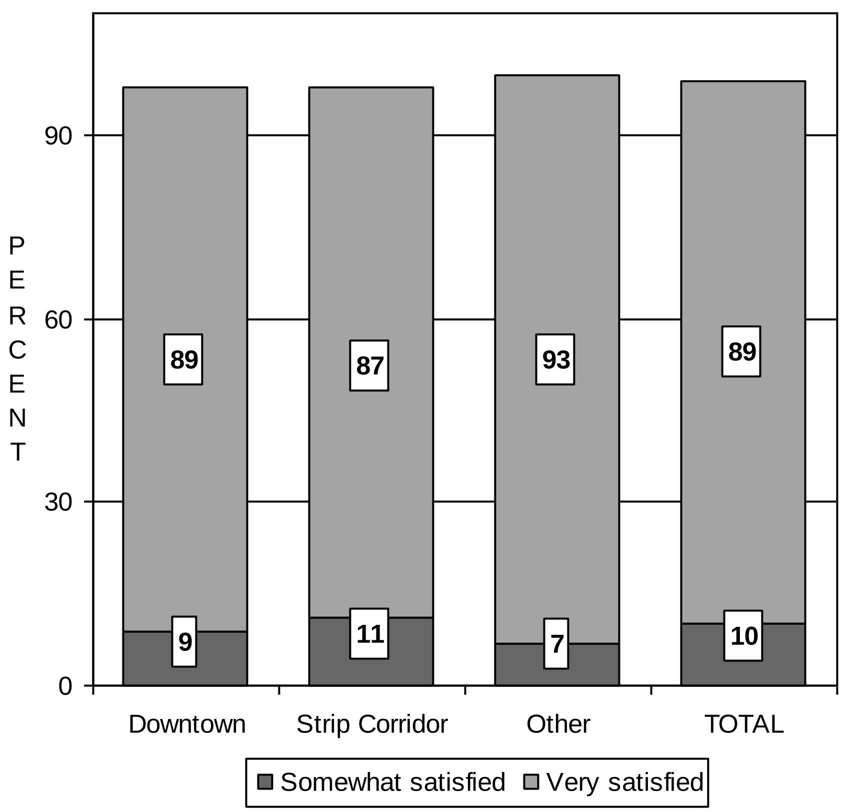
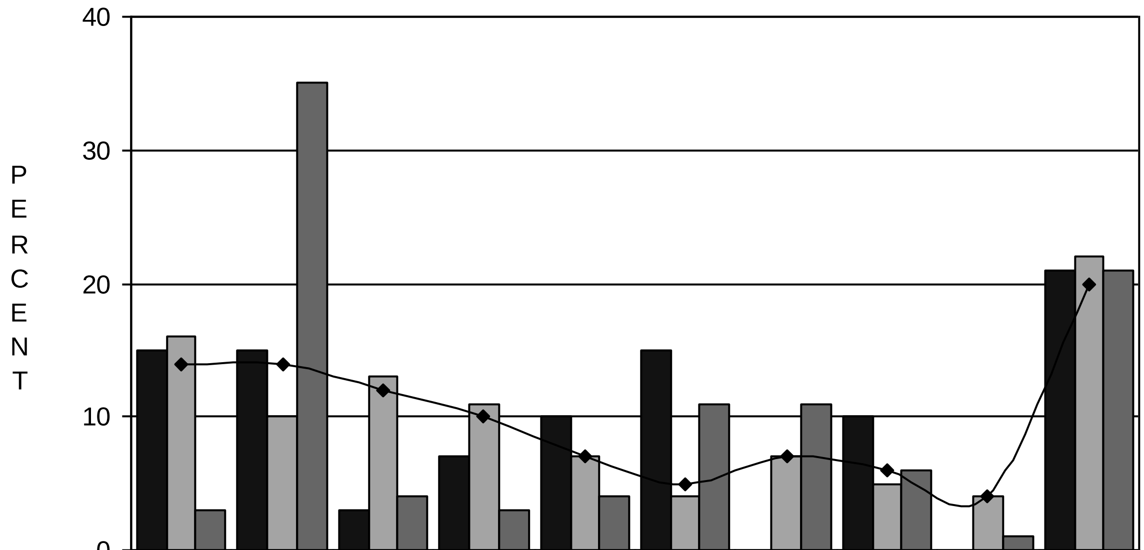


FIGURE 63
Why Not Completely Satisfied With Visit
(Among Those Visitors Who Were "Somewhat" Satisfied)



	Trip was too short	Too hard to get around	Too expen-sive	Hotel com-plaints	Not plea-sure trip	Don't like LV	Too hot	Too crowded	Smoking com-plaints	Other
Downtown	15	15	3	7	10	15	0	10	0	21
Strip Corridor	16	10	13	11	7	4	7	5	4	22
Other	3	35	4	3	4	11	11	6	1	21
TOTAL	14	14	12	10	7	5	7	6	4	20

(Base Sizes: Downtown=20*, Strip Corridor=305, Other=45*, TOTAL=369)

Visitors who were not completely satisfied with their visit were asked why*. Among the most common reasons given were that the trip was too short and that it was too hard to get around (14% each). More than one-third (35%) of those visitors who lodged elsewhere than Downtown and the Strip Corridor said it was because it was too hard to get around. Strip Corridor lodgers were more likely than other non-Downtown lodgers to say it was because their trip was too short (16% vs. 3%), Las Vegas is too expensive (13% vs. 4%) or had hotel complaints (11% vs. 3%).

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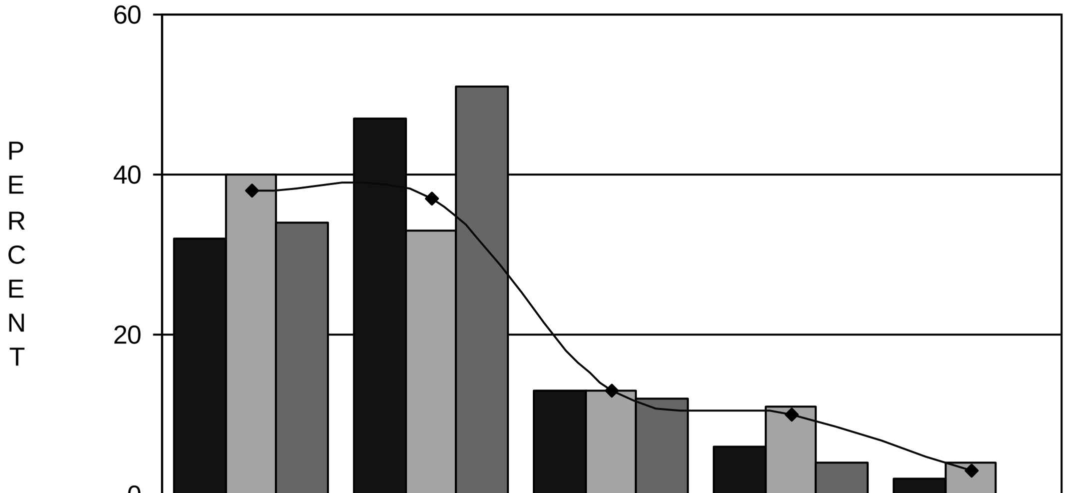
* Note the very small base size for Downtown and Other lodgers.

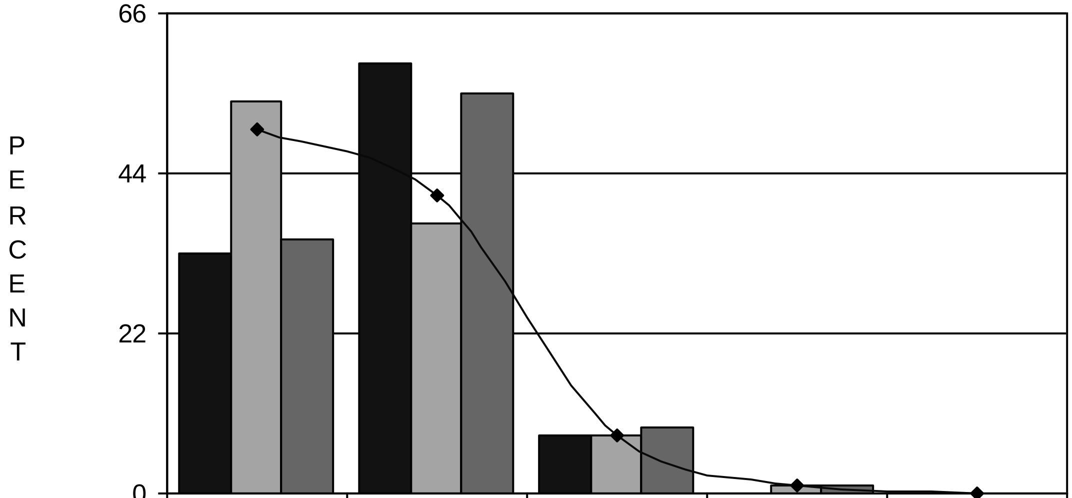
FIGURE 64
Likelihood Of Returning To Las Vegas For A Vacation Trip In The Future



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Downtown	32	47	13	6	2
Strip Corridor	40	33	13	11	4
Other	34	51	12	4	0
TOTAL	38	37	13	10	3

Visitors were asked how likely they are to return to Las Vegas in the future for a vacation or pleasure trip, and 75% of all visitors said they were “extremely” or “very” likely to return. Downtown (79%) and other non-Strip Corridor lodgers (85%) were more likely than Strip Corridor lodgers (73%) to say they were “extremely” or “very” likely to return. Strip Corridor lodgers (15%) were more likely than Downtown (8%) and other (4%) lodgers to say they were “not too” or “not at all” likely to return.

FIGURE 65
Likelihood Of Recommending Las Vegas As A Vacation Destination



	Extremely likely	Very likely	Somewhat likely	Not too likely	Not at all likely
Downtown	33	59	8	0	0
Strip Corridor	54	37	8	1	0
Other	35	55	9	1	0
TOTAL	50	41	8	1	0

Visitors were also asked how likely they are to recommend Las Vegas to others as a vacation destination and most (91%) said they were “extremely” or “very” likely to recommend Las Vegas. Strip Corridor lodgers (54%) were more likely than Downtown (33%) and other lodgers (35%) to say they were “extremely” likely to recommend Las Vegas, while Downtown lodgers (59%) and those who lodged elsewhere than Downtown or the Strip Corridor (55%) were more likely to say they were “very” likely to recommend Las Vegas than Strip Corridor lodgers (37%).

VISITOR DEMOGRAPHICS

With regards to visitor demographics, Downtown lodgers were more likely than Strip Corridor lodgers to be:

- Older (mean of 46.8 years).
- Retired (24% vs. 16% of Strip Corridor lodgers).
- From the United States (88% vs. 77% of Strip Corridor lodgers).
- From the West (62% vs. 42% of Strip Corridor lodgers), particularly California (35% vs. 27%).

Strip Corridor lodgers were more likely than Downtown lodgers to be:

- Younger (mean of 43.8 years).
- From the East (8% vs. 2% of Downtown lodgers) and South (16% vs. 11%), or from a foreign country (23% vs. 12%).
- Earning $80,000 or more (29% vs. 23% of Downtown lodgers).

Those who lodged elsewhere than Downtown and the Strip Corridor were more likely than Downtown and Strip Corridor lodgers to be:

- Be from the United States (94%, vs. 88% of Downtown and 77% of Strip Corridor lodgers), particularly from the West (73% vs. 62% and 42%) and Southern California (41% vs. 31% and 23%).
- Hispanic or Latino (19% vs. 10% of Downtown and 13% of Strip Corridor lodgers).

FIGURE 66

VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
GENDER				
Male	51%	50%	49%	50%
Female	49	50	51	50
MARITAL STATUS				
Married	71	71	68	70
Single	20	22	23	22
Separated/Divorced	6	6	6	6
Widowed	3	2	3	2
EMPLOYMENT				
Employed	69	72	67	71
Unemployed	1	2	3	2
Student	1	5	5	5
Retired	24	16	19	17
Homemaker	5	5	6	5
EDUCATION				
High school or less	15	16	17	16
Some college	31	29	35	30
College graduate	49	50	44	49
Trade/vocational school	4	5	4	4
AGE				
21 to 29	15	20	18	19
30 to 39	24	25	28	25
40 to 49	20	20	21	20
50 to 59	14	16	13	16
60 to 64	9	8	6	8
65 or older	19	11	13	12
MEAN	46.8	43.8	43.9	44.0
BASE	(229)	(2711)	(659)	(3600)

FIGURE 67

VISITOR DEMOGRAPHICS

	Downtown	Strip Corridor	Other	TOTAL
ETHNICITY				
White	70%	72%	61%	70%
African American/Black	12	8	11	9
Asian/Asian American	5	5	5	5
Hispanic/Latino	10	13	19	14
Other	3	3	4	3
HOUSEHOLD INCOME				
Less than $20,000	2	2	2	2
$20,000 to $39,999	5	8	12	9
$40,000 to $59,999	27	19	29	21
$60,000 to $79,999	34	24	23	24
$80,000 or more	23	29	27	28
No Answer	10	18	8	16
VISITOR ORIGIN				
U.S.A.	88	77	94	81
Eastern states*	2	8	4	7
Southern states†	11	16	12	15
Midwestern states‡	13	11	5	10
Western states§	62	42	73	49
California	35	27	45	31
Southern California	31	23	41	27
Northern California	4	4	4	4
Arizona	9	5	9	6
Other West	18	10	19	12
Foreign	12	23	6	19
BASE	(229)	(2711)	(659)	(3600)

* Eastern states: Connecticut, Delaware, District of Columbia, Maine, Maryland, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

† Southern states: Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

‡ Midwestern states: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

§ Western states: Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada (excluding Clark County), New Mexico, Oregon, Utah, Washington, and Wyoming.